

THE PAVILION @ UTICA JUNCTION

REINVENTING ROSEVILLE'S DOWNTOWN
THROUGH COMMUNITY ENGAGEMENT

COMPETITION BRIEF



THE PAVILION @ UTICA JUNCTION

REINVENTING ROSEVILLE'S DOWNTOWN THROUGH COMMUNITY ENGAGEMENT

This competition has been organized by the Roseville
Downtown Development Authority.

<https://sites.google.com/site/destinationrosevillemi/home>
rosevilledda@roseville-mi.gov

#JunctionPavilion

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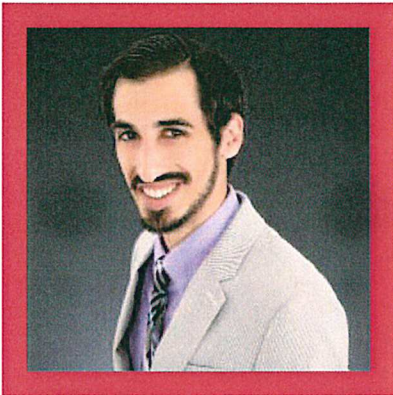
FROM THE BOARD



The city of Roseville, MI and the Downtown Development Authority are working to reinvent the city's historic downtown area. The area known as Utica Junction dates back to the development of one of Metro Detroit's major thoroughfares, Gratiot Avenue.

In 1846, a wooden plank tollroad was constructed, connecting the communities of Detroit and Mount Clemens. One of the tollgates was located at Gratiot Avenue and Utica Road. It is around this intersection that a downtown was built.

In more recent years, our downtown has seen changes. One of those changes is that of the former Tip Top Tavern. This establishment sadly burned down in 2005 and the city has subsequently acquired the property. The Tip Top Tavern was a gathering place for members of the community for many years and it is the vision of this body that we should imagine a new type of community gathering place as part of our new town center development.



Our vision is to create a place where both residents and visitors alike could seek out to congregate for events, leisure, and play. A place that will breath new life into our beloved downtown district. A place that is uniquely ours.

Our official DDA vision is: "To revitalize and sustain long term economic stability for downtown businesses and provide an attractive place to shop, live and work while enhancing the arts and historic identity of Roseville.

We are dedicated to preserving history, but we also feel that this project offers us the opportunity to write a new chapter in our city's history. A chapter that isn't determined by what has been, but by what could be.

It is for these reasons that we have decided to reach out and request design submissions for a new community gathering space and pavilion for our downtown area. We strongly encourage creativity and boldness, but must give the caveat that we seek to build this project, and therefore it must be feasible financially and logistically.

We wish all participants the best of luck and look forward to reviewing your designs!

Jennifer Colombo

Chair - Roseville Downtown Development Authority

Bryan Shishakly

Project Director

Vice-Chair - Roseville Downtown Development Authority

THE COMPETITION

INTRODUCTION

The Pavilion @ Utica Junction Competition invites students, professionals and members of the community to generate creative, innovative, and bold ideas for developing a new community gathering space in the heart of Roseville's downtown district.

Located in the center of the downtown district of Roseville, The Pavilion @ Utica Junction seeks to be a catalyzing element for the transformation of the area. We anticipate the site will afford competitors the opportunity to design a new and alternative open public space within the city's downtown fabric while being a response to the post-industrial transformation of the region.

The jury's main expectation from competitors is to develop a design that facilitates an open social environment for community members and visitors alike with a pavilion structure being the main focal point. There are no preconceptions as to how the pavilion will be designed. The jury also expects to see designs that seek to actively and directly engage the public through the experimentation and experience of the space. The jury hopes to see designs that either speak to the architectural character and heritage of the area, juxtapose it, or a combination of the two.

The jury will be looking for creative solutions which are based on coherent, feasible and rich design proposals that will stimulate a new focal area for the community, while integrating a diverse set of activities and users (i.e. recreation, retail, art) in service of the city and region.

With this in mind, the major concerns of the jury are;

- Ensuring the integration of the project site with the surrounding area.
- Creating a focal point for the downtown district as a catalyst for future transformations.
- Developing spatially open, publicly accessible and socially inclusive organization within the site.
- Developing a sensitive approach to the site context and historical/cultural heritage.
- The feasibility, both financially and logistically, of the proposed project (in phases) to be completed.

The competition seeks to select design schemes that will help define the future of the Roseville Downtown District @ Utica Junction and help to more easily facilitate fundraising efforts for the projects construction.

THE COMPETITION

AIM OF THE COMPETITION

The competition aims to select a winning design that can be built for the community through fundraising efforts to catalyze the transformation of the downtown area. It also aims to engage with local, regional, national and international students and professionals in an effort to focus attention on the revitalization of Roseville's downtown district.

TYPE AND FORMAT

The competition is an open call international urban design competition. It will be a one stage competition.

PARTICIPATION

This competition is open to students and professionals in the areas of architecture, urban design and planning, landscape architecture, and construction. Participants can consist of groups or individuals, however no group should consist of more than 4 individuals.

LANGUAGE

The official language of the competition is English. This means that all text (headings, labels, legends, etc.) to appear on the submissions, the documents to be provided alongside the boards, and all official documents for registration, and questions addressed to the organizers should be in English. The available documents and organization's answers will also be in English.

QUESTIONS

All questions should be sent to rosevilledda@roseville-mi.gov

PRIZES

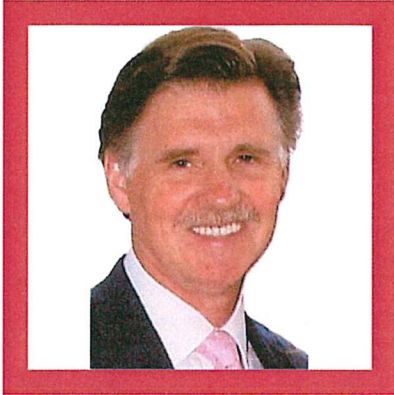
1st Prize	\$500 USD
2nd Prize	\$250 USD
3rd Prize	\$100 USD
Five Honorable Mentions	

Following the notification of the results to the top three winners and honorable mentions, the prizes to the top three will be paid within 60 days at the latest.

TIMETABLE

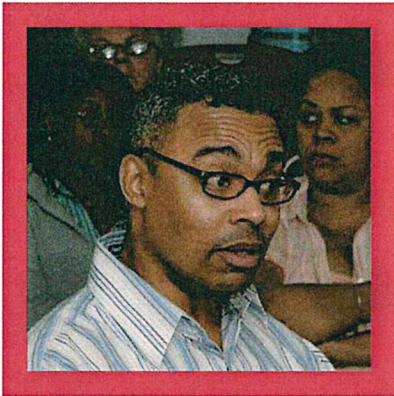
Announcement of the competition	December 14th, 2016
Deadline for questions	February 15th, 2017
Notification of replies	February 22nd, 2017
Registration deadline	March 22nd, 2017 (23:59 EST)
Project submission deadline	March 28th, 2017 (23:59 EST)
Jury Deliberation	March 29th, 2017 (18:00 EST)
Winners Announced	March 30th, 2017
Colloquium	April 12th, 2017 (18:00 EST)

JURY MEMBERS



JOSEPH BURNELL ODOEFER, AIA
ASSOCIATE DEAN OF ARCHITECTURE - UNIVERSITY OF DETROIT MERCY
ARCHITECT

Joseph Odoerfer is a professor and associate dean at the University of Detroit Mercy, School of Architecture. He received a B.S. in Architecture and Master of Architecture from the University of Detroit where he was awarded the AIA Scholastic Award, and the Henry Adams Certificate of Merit and Medal. He is a registered architect and has worked at a number of Detroit area firms as a design consultant. From 2004 to 2008 he was a principal in the firm of Harold H. Fisher and Associates, Architects and Planners.



CHARLES CROSS, ASLA
SENIOR LANDSCAPE DESIGNER - DETROIT COLLABORATIVE DESIGN CENTER

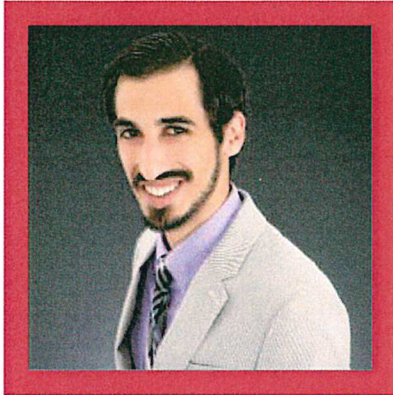
Charles Cross, ASLA, is the Director of Landscape Architecture at the Detroit Collaborative Design Center; and an Adjunct Professor at the University of Detroit Mercy School of Architecture. Charles holds a Bachelor of Science degree in Agriculture from Western Michigan University, a Bachelor of Science degree in Urban Landscape Architecture and a Master of Urban Design degree from The City College of New York. His work experience in the public sector includes the US Department of Agriculture and the State of Michigan Department of Natural Resources. Charles has worked in the private sector for SmithGroupJJR, Elizabeth Kennedy Landscape Architects and Artist Mary Miss.



BENJAMIN J. TALLERICO, AICP, CNU-A, HDFP, NCI, FBCI
PRESIDENT - THE URBAN GROUP | SENIOR ASSOCIATE - BECKETT & RAEDER
URBANIST & PLANNER

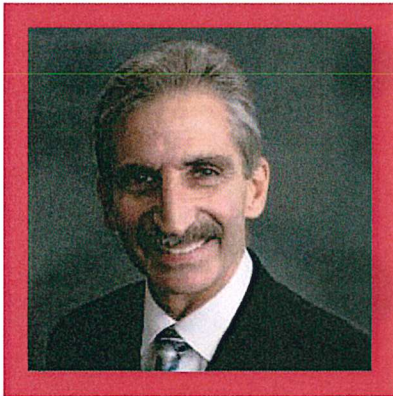
Benjamin Tallerico is the President of the Urban group, Senior Associate for Beckett & Raeder, a grant reviewer for the federal government, economic development consultant for the City of Trenton, and planning consultant for the City of Roseville. He received his B.S. in Business Administration from Lawrence Tech. University and his Masters in both Urban Planning and Political Science from Wayne State University with post graduate studies in Urban Politics. He is the former President and Managing Principal of Vilcan Leman Associates, has taught at nine different colleges and universities, and has 30 years of professional experience.

JURY MEMBERS



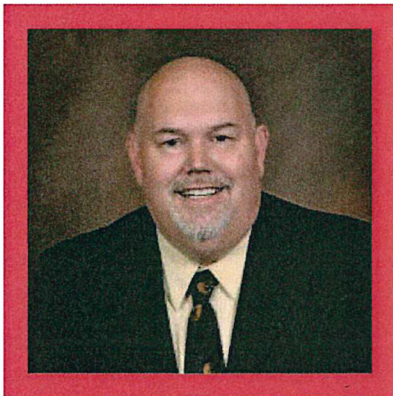
BRYAN SHISHAKLY
VICE-CHAIR - ROSEVILLE DOWNTOWN DEVELOPMENT AUTHORITY
CREATIVE DIRECTOR - VANGUARD DESIGN GROUP

Bryan Shishakly is the Vice-Chair of the Roseville DDA and Owner of Vanguard Design Group. He received his B.S. in Architecture and Master of Architecture from the University of Detroit Mercy. He has also studied urban planning at Wayne State University and photography at Columbia College Chicago. He has worked as a designer and facility manager on local, national, and international projects. He also holds a real estate license with the State of Michigan and is an adjunct instructor at the University of Detroit Mercy.



MARK GARAGIOLA
PROJECT ARCHITECT - TR DESIGN GROUP

Mark Garagiola is a registered architect specializing in community and residential design for over 35 years. Mark has roots in the community of Roseville having attended both Sacred Heart and Carl Brablec High School (now Roseville High School). He was the first chairman of the Downtown Development Authority in the City of Roseville and helped direct construction of the Gratiot-Utica Junction sidewalk facade improvement project in the early 1980's. He holds a B.S. and Bachelor of Architecture from the University of Detroit where he has served as a teaching assistant. In 2015 he received the "Grand Award" from the American Institute of Building Design for his work.



SCOTT ADKINS - ALTERNATE JUROR
ROSEVILLE CITY MANAGER

Scott Adkins has been the Roseville City Manager since 2012 and has been a public servant for over 30 years. He received his B.S. in Public Law and Government and M.S. in Technology from Eastern Michigan University and is a member of various municipal and planning associations. He is the Vice-Chair of the Macomb Area Communities for Regional Opportunities, a board member of the Roseville DDA and was formerly the Vice President of the Michigan Junior Chamber of Commerce. He has served as the Treasurer in Huron Charter Township, Township Manager in Bath Charter Township, City Manager in Vassar, and City Superintendent in St. Clair.

RULES AND CONDITIONS

DEFINITIONS

SITE

The property defined by the boundaries shown on the site map attached.

DOWNTOWN DISTRICT

The area defined by the boundaries shown on the downtown map attached.

UTICA JUNCTION

The downtown area surrounding the intersection of Utica Road and Gratiot Avenue.

DDA

The acronym for the Roseville Downtown Development Authority.

CONCEPT

The submitted design package for the competition based on the requirements of this document.

PARTICIPANT(S)

Any individual or group of individuals that have registered and submitted a concept per the requirements of this document.

COMPETITION DIRECTOR

A third party official that is not a member of the jury. This individual will take all questions from participants, send replies to those questions, give out participant identification numbers at registration, and receive and print out project submissions.

IDENTIFYING NUMBER

A unique number that will be known only to the competition director and the participant until after final jury deliberations are completed to preserve fairness through anonymity.

RULES AND CONDITIONS

REGISTRATION

There is no registration fee required for those entering the competition

CONTACT WITH JURORS

Participants may not in any way contact or solicit questions or advice from any member of the selected jury panel. Any participants found to have contacted a jury member or solicited advice or questions will be disqualified from the competition.

EQUAL OPPORTUNITY AND ANONYMITY

All participants in the competition will remain anonymous until final jury deliberations and selections are completed. All design documentation and project summaries must remain free from any markings or wording that would help to identify the participant(s). Each participant or group will be given an identifying number to associate with their projects that will be used to identify them after the jury has completed deliberation and selection of winners.

JURY PROCEDURE

Upon receipt of all projects, the jury will review all of them individually and hold a panel discussion regarding all projects. A points based system will be utilized to determine the selected winners that focuses on feasibility and design.

NOTIFICATION

The chairperson of the jury shall inform all candidates of the outcome of the competition without undue delay and the Roseville Downtown Development Authority shall inform the general public via appropriate media.

INTELLECTUAL PROPERTY

All concepts submitted become the property of the Roseville Downtown Development Authority. The DDA may enter contracts for further concept development at a price to be negotiated with the respective participant or employ outside bidders and contractors to further develop and implement the concept. The authors of the concepts shall retain the right to use the imagery of their respective concepts for marketing purposes only, and any such use shall include the name of the competition, project location, and the name of the Roseville Downtown Development Authority. The participants will not receive any monetary gain from the DDA for any concepts submitted beyond aforementioned prize monies award to selected participants. The DDA also reserves the right to pursue alternative design proposals from outside contractors should the competition not yield results deemed feasible and/or suitable.

EXHIBITION AND DISPLAY

The DDA retains the right to both exhibit, display, and publish any and all concepts submitted to the competition in any format that it sees appropriate. Participants may still exhibit, display, and publish the concept for marketing purposes, but must include the name of the competition, project location, and name of the Roseville Downtown Development Authority in all instances.

ELIGIBILITY

REGISTRATION

There is no registration fee required for those entering the competition

PROFESSIONAL AND STUDENT STATUS

The competition is open to all students and professionals in the following areas of study and expertise: Architecture, Landscape Architecture, Urban Planning and Design, Construction and Construction Management, Civil Engineering, and all other related fields.

COUNTRY OF ORIGIN

The competition will be organized on a world-wide basis. No restrictions concerning the participant's country of origin shall apply.

INDIVIDUALS AND GROUPS

Participants may consist of a single individual or a group consisting of no more than 4 individuals.

EXCLUDED PARTICIPANTS

1. Any DDA board members, elected or appointed city officials, city employees.
2. Members of the Jury and any experts to the Jury.
3. External consultants that are or have been involved in the detailed preparation and execution of the competition.
4. Spouses, relatives and persons related by marriage, both up to the second degree of relationship, the permanent business partners and persons employed in the same company of the persons mentioned in points 1, 2 and 3 above.

COMPETITION OBJECTIVES

GOALS FOR UTICA JUNCTION

DDA MISSION

*The mission of the Downtown Development Authority is:
To address and prevent deterioration within the business district;
To encourage historic preservation as much as possible;
To promote the economic growth and development of the district.
To provide resources, technical support and small business guidance when possible to businesses in an effort to expand marketability and increase long-term viability.*

DDA VISION

*The vision of the Downtown Development Authority is:
To revitalize and sustain long term economic stability for downtown businesses and provide an attractive place to shop, live and work while enhancing the arts and historic identity of Roseville.*

COMMUNITY ENGAGEMENT

One of our goals as a DDA is to encourage community engagement through multiple means. This project is meant to develop a proper community space that can be utilized for formal and impromptu events and gatherings. It is the DDA's objective to have a space that can be utilized for DDA events throughout the year whether they are celebratory, market oriented, or otherwise.

HISTORIC PRESERVATION

While historic preservation is one the DDA's highest priorities the competition site is not historically significant by itself. However, there was previously an establishment called the "Tip Top Tavern" located on the site. The building tragically burned down and the city has since acquired the property and is converting all remaining paved areas to simple grass landscaping to prepare for development. The surrounding area has a number of historically significant structures and as such the DDA would like to see designs that either speak to the historic character of the area or juxtapose it in a tasteful manner.

SHOP, LIVE, WORK

The downtown area already has a number of interesting business establishments that are surrounded by residential neighborhoods. It is the DDA's belief that the community space should enhance livability for residents and encourage newcomers to the area. We also would like businesses to be able to benefit from proposed design ideas via the proposed pavilion, amenities, etc.

THE ARTS

The DDA feels that the arts should play a major role in the future of Roseville's downtown district at Utica Junction. There are already a handful of creatively based businesses located in the district and the DDA feels that this community space affords the opportunity to encourage and foster the arts in the area.

PROJECT VIABILITY

FINANCIAL

While the competition encourages boldness and creativity the DDA also intends to seek funding to build this project. As such the jury is being tasked with selecting a design which meets a reasonable set of financial criteria. The ideal project would couple creative design with pragmatic construction methods to ensure the viability of the project.

PHASING

The DDA is assuming that the project will likely be most viable if planned over a series of phases. An ideal project would seek to spread costs out over time through phased planning of different aspects of the design.

ZONING REQUIREMENTS

Any proposed design must adhere to the city's zoning ordinances to ensure a streamlined process once a winning design is selected. Minor variances to the zoning ordinance will be deemed acceptable, but must be accompanied by an explanation of the variance suggested and the rationale for the suggestion.

The city ordinance can be found at <http://ecode360.com/RO0873> with specific reference to zoning at <http://ecode360.com/7622171>

PROGRAMMATIC REQUIREMENTS

PAVILION

The major requirement of the competition is the inclusion of a pavilion to be utilized for events hosted in the downtown area. There is no preconception as to the design or look of the pavilion though the design's ability to allow for the most flexible use is ideal. The pavilion would ideally be designed for the south eastern section of the lot demarcated in green on the project file named "Plot Sketch with Possible Division".

INCORPORATION OF ART

The arts are an important part of successful downtowns. How the arts are incorporated varies from place to place and context to context. While the DDA doesn't expect participants to create pieces of art for this competition, the jury will expect to see that the art community can successfully engage with the space and/or works of art can be produced and/or displayed within the space.

SENSITIVITY TO THE SEPARATION OF THE SITE AND THE NEIGHBORHOOD

Currently a 5ft tall, non-conforming wall, separates the rear yards of a residential neighborhood from the site. The current zoning ordinance requires a wall with a height of 6ft to separate between these uses. The participants will be challenged to create a solution to reconcile the potential noise generated by the gathering space and the desire for some residents to maintain a sight line towards Utica Road. The method used to separate the properties does not have to be a typical 6ft wall, however, the project summary should include a brief explanation of the proposed solution for this problem.

INCLUSION OF A PREDETERMINED KIOSK

During the process of establishing the Downtown Development Authority funding was made available for specific projects. To meet the requirements for that funding selections for various objects were made. A three sided message kiosk was selected to be placed on this site and must be included in all participant designs. There is no predetermined location at this time, but it should be placed toward the portion of the site nearest Utica Road. The size and design of this kiosk is included as a separate document.

COMPETITION SCHEDULE AND AWARDS

SCHEDULE AND AWARDS

TIMETABLE

Announcement of the competition	December 14th, 2016
Deadline for questions	February 15th, 2017
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Jury Deliberation	March 29th, 2017 (18:00 EST)
Winners Announced	March 30th, 2017
Colloquium	April 12th, 2017 (18:00 EST)

PRIZES

1st Prize	\$500 USD
2nd Prize	\$250 USD
3rd Prize	\$100 USD
Five Honorable Mentions	Published with winners

Following the notification of the results to the top three winners and honorable mentions, the prizes to the top three will be paid within 60 days at the latest. All winners and honorable mentions will be highlighted at the colloquium and submitted to media outlets for publication.

PROJECT SITE



MAP KEY



DDA Boundaries



Historic Structures



Project Area



DOWNTOWN DISTRICT

This map shows the overall downtown area including major streets, the DDA boundaries, significant historic structures nearby and the project area for the competition.



COMPETITION SITE

This map shows the overall boundaries of the competition site and surrounding streets and buildings. The GPS coordinates for the site are: (42° 30' 19.14" N | 82° 55' 59.82" W)

Accurate dimensions of the site will be included as a separate pdf file for reference.

SITE PHOTOS

The following images show the project site in its current condition.



A stitched image of the site looking east from Utica Road. A mural pictured below has been added to the white wall in the background of the image.



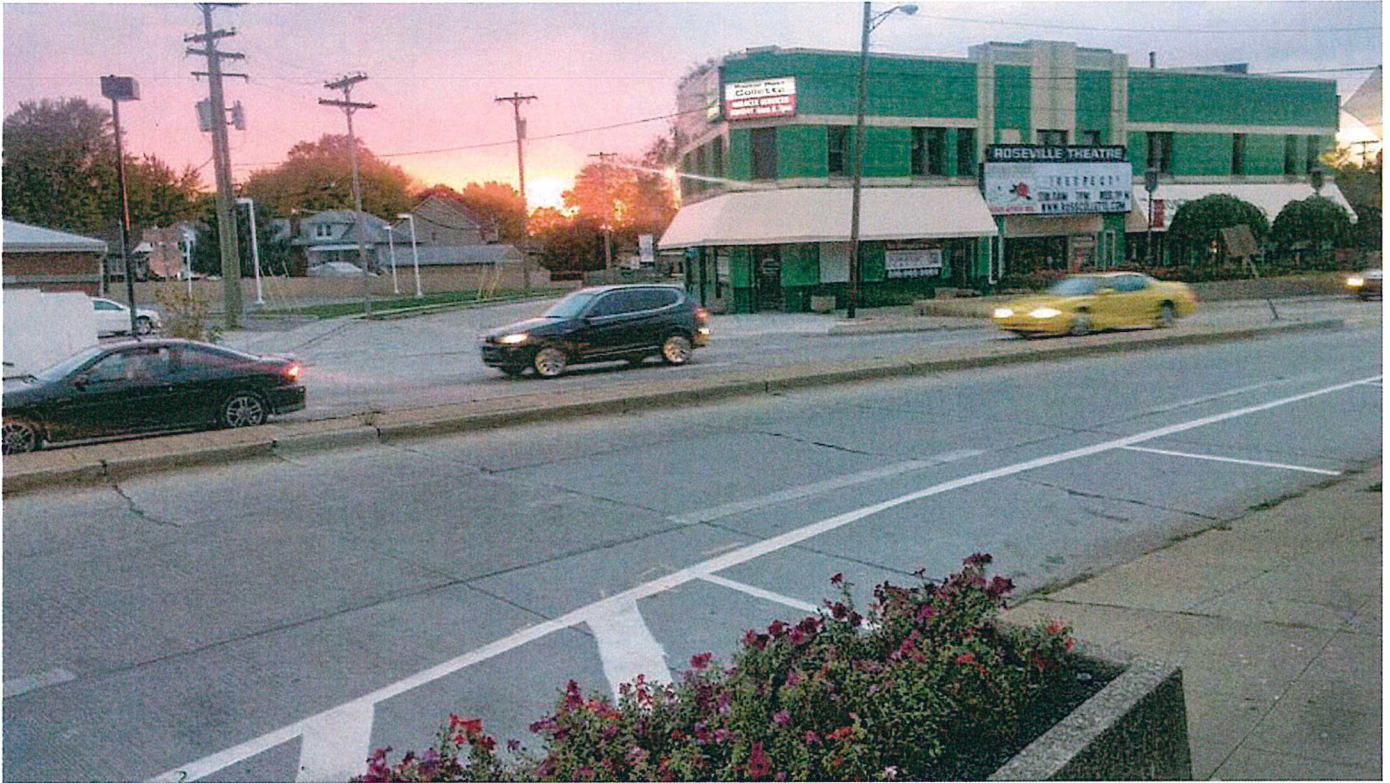
This is the main section of the site. The view is looking east from Utica Road. The building on the left is the current home of the local American Legion.



An image of the mural that was painted on the wall currently separating the site and the residential neighborhood. The painting was done by local artists Edward Stross and Paula Marie Deubel.

SURROUNDING AREA

The following images show significant buildings in the surrounding area.



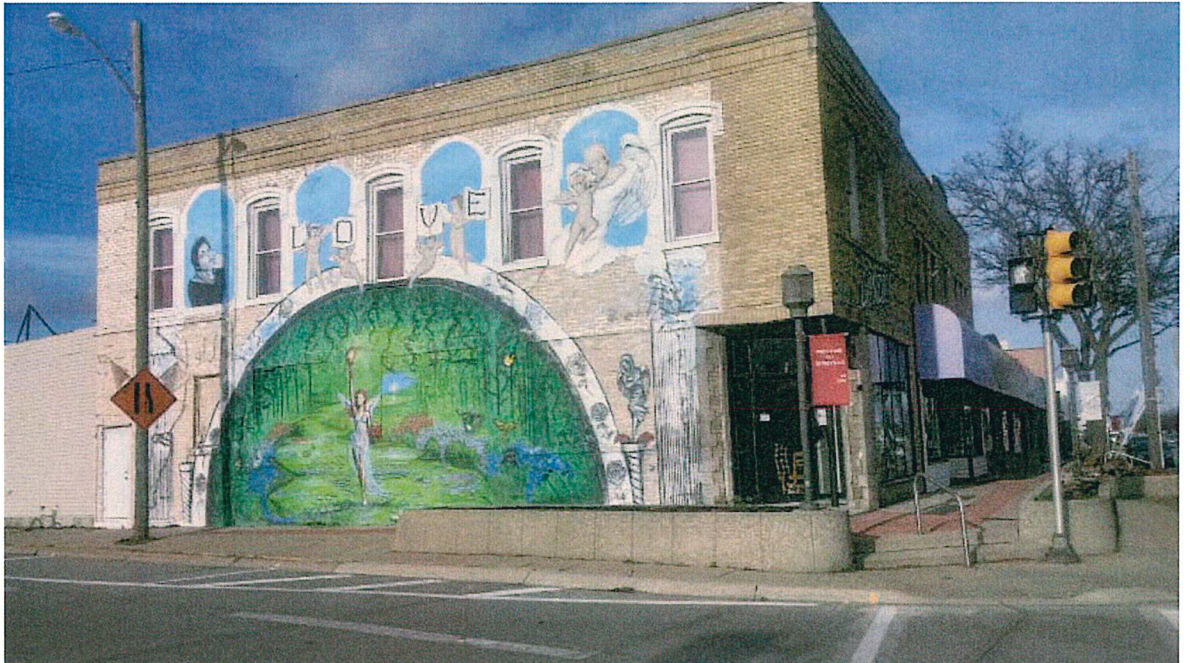
The Roseville Theatre opened in 1927. It was used as a theatre until the single screen operation was closed in 1996. For a brief time it was reopened in 2003, but has since closed again.



Sacred Heart Catholic Church is one of the oldest parishes in the Detroit Archdiocese. It was founded in 1861 and formerly had a school that was located on what is now the site of Sacred Heart Cemetery. The parish is designated as a historic place with the State of Michigan.



What is now an art studio and set of storefronts was formerly the site of Roseville State Bank. The Art studio (left) is run by the local artist Edward Stross who developed the mural on the project site. The Van Howe Building (Right) was named for the bank's vice-president.



The mural on the side of the former bank building is indicative of the freedom of expression that the Roseville DDA would like to encourage in the downtown area and within the project site.

HISTORIC CONTEXT

The following images show the Utica Junction area of Roseville from a historical perspective.



The Roseville Theatre, built in 1927, is the iconic art deco building located at Utica and Gratiot. The interior remains relatively unchanged save for an expansion of the theatre a few decades after it's initial opening. This image shows the theatre in 1936. (Image courtesy of: Roseville PL History Archive.)



This image depicts the Roseville Theatre looking east towards Gratiot Avenue. Year Unknown. (Image courtesy of: Roseville PL History Archive.)



This image shows Sacred Heart Church (Now St. Pio's) in the 1950's. The church also includes a school building and is a registered historic location with the State of Michigan. The parish itself is the oldest suburban parish in Metro Detroit.

SUBMISSION REQUIREMENTS

INFORMATION GIVEN

The documents for the competition will be provided digitally and/or via the internet to the competitors and will include:

1. The Competition Book
2. Zoning Plans
3. Site Photos
4. Downtown District Photos
5. Historical Photos
6. Registration form and Terms and Conditions document.

All documents will be available and digitally accessible during the competition at <https://sites.google.com/site/destinationrosevillemi/home>.

DELIVERABLES

The required deliverables are as follows:

Site analyses
Site Plan
Floor Plan of Pavilion
Floor Plans of any other proposed structures
Elevations and Sections of Pavilion
Elevations and Sections of any other proposed structures
3D Images or sketches of each project phase
A project summary of a maximum 500 words in a separate document.

All drawing scales are to be set at the discretion of the participant, however, they must be clearly indicated on the final submission.

REGISTRATION

Those who wish to participate in the competition must contact the competition director at rosevilledda@roseville-mi.gov. The participant will be given an application along with copies of all relevant information in a digital format. The application and signed terms and conditions document must be sent back before the registration deadline. At this time the participant will be given an alias number that will remain unknown to all members of the jury for the duration of the competition. This number must be clearly marked on all submission documents and no other identifying information shall be present.

SUBMISSION

The project and its supplements prepared according to the guidelines specified in this document must be submitted to the e-mail address specified in the contact information section, no later than the deadline for submission of projects shown in the competition calendar.

- The project boards and the project summary will be submitted digitally.
- The submission should not be sent as a .zip file or email attachment. All project boards should be submitted in pdf format with font styles embedded. All images should be submitted in jpg or png format. These files must be provided via a downloadable link (i.e. Google Drive or Dropbox).
- All of the submission documents should contain the competition identifying number that was provided to the participant following registration in a location that is clearly marked.
- All content is to be prepared according to the guidelines specified in the "Documents to be Submitted by Participants" section must be in PDF format.
- All boards and summaries will be printed by the Competition Director. The submitted PDFs should be ready for printing.
- The file names given to the boards should be the same as the identifying number followed by the board sequence number (i.e. the order in which you would like your boards presented left to right.) Example: (AB1234_1, AB1234_2)
- The project report included must be submitted separately in PDF format and should be named with the identifying number followed by report. Example: (AB1234_report)
- The visual images that are used in the boards should be submitted separately in a downloadable folder named "images" in jpg or png format and should be named using the identifying number followed by the name of the image. Example (AB1234_Phase1Rendering, AB1234_Elevation, AB1234_SitePlan)

SUBMISSION FORMAT OF THE PANELS

The project summary should be submitted as an 8.5" x 11" (Letter Size) PDF in black and white with only the 500 word or less report, the competition name, and the participants identifying number visible.

The boards should be submitted as 24" x 36" (ARCH D Size) PDFs in full color with fonts used embedded. The orientation of these panels should all be the same. For instance, if Board 1 is in landscape orientation, all subsequent boards should be in landscape orientation. If Board 1 is in portrait orientation, all subsequent boards should be in portrait orientation.

In the event that the participant does not have the ability to produce digital boards and chooses to submit hand drawn boards the sizing requirements remain the same. However, the boards then must be submitted on a sturdy board that can be displayed on an easel and must be mailed to the Competition Director in a sealed box with the competition name and identifying number clearly marked on the box.

The minimum number of boards required for consideration is one (1) and the maximum number of boards allowed for consideration is two (2). Any participants submitting more than two (2) boards will have the final board in the file sequence removed and only the first two (2) will be reviewed by the jury.

Any participant not submitting a project summary will not be considered by the jury.

The participant identifying number should be located in the upper right corner of each board and should fit in a box that is 1/2" x 3". It should also be in the upper right corner of the project summary at 24pt font size.

On the upper left corner of the panels and summary should be the project title, chosen by the participant. The project title should in no way indicate the identity of the participant(s).

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rosevilledda@roseville-mi.gov

#JunctionPavilion



The Pavilion @ Utica Junction Registration Form

Please fill out form, scan, and email to rosevilledda@roseville-mi.gov along with terms and conditions form prior to registration deadline of March 22nd (23:59 EST).

Name | Team Leader

First: _____

Last: _____

Phone: _____

Email: _____

Field: ☐ Professional ☐ Student
☐ Architecture ☐ Urban Design/Planning
☐ Landscape Arch. ☐ Construction
(Check all that apply)

Name | Team Member 2

First: _____

Last: _____

Phone: _____

Email: _____

Field: ☐ Professional ☐ Student
☐ Architecture ☐ Urban Design/Planning
☐ Landscape Arch. ☐ Construction
(Check all that apply)

Name | Team Member 3

First: _____

Last: _____

Phone: _____

Email: _____

Field: ☐ Professional ☐ Student
☐ Architecture ☐ Urban Design/Planning
☐ Landscape Arch. ☐ Construction
(Check all that apply)

Name | Team Member 4

First: _____

Last: _____

Phone: _____

Email: _____

Field: ☐ Professional ☐ Student
☐ Architecture ☐ Urban Design/Planning
☐ Landscape Arch. ☐ Construction
(Check all that apply)

Location of Team (City, State or Country): _____

Where did you hear about the competition? _____

Roseville Downtown Development Authority
The Pavilion @ Utica Junction Competition

Phone: 586.445.5410

E-mail: rosevilledda@roseville-mi.gov

Web: <https://sites.google.com/site/destinationrosevillemi/home>



Terms and Conditions

(Please sign and return with your registration form)

CONTACT WITH JURORS

Participants may not in any way contact or solicit questions or advice from any member of the selected jury panel. Any participants found to have contacted a jury member or solicited advice or questions will be disqualified from the competition.

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Print Name(s)

Sign Name(s)

Date

Relevant Competition Links

Roseville City Website

<http://www.roseville-mi.gov/>

Roseville Historical & Genealogical Society

<http://www.rosevillelibrary.org/rhgs.html>

Roseville Redevelopment Ready Communities Study

<http://www.michiganbusiness.org/cm/Files/Redevelopment Ready Communities/Roseville-PIP.pdf>

Roseville City Ordinance

<http://ecode360.com/RO0873>

Roseville Zoning Ordinance

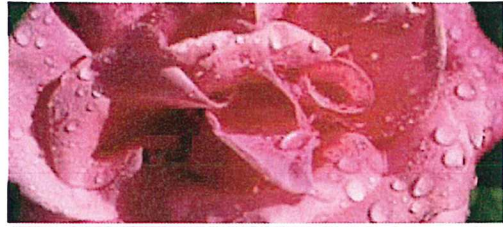
<http://ecode360.com/7622171>

Assessors Site Plot Sketch

<https://www.accessmygov.com/SiteSearch/PrintAttachment?SearchFocus=All+Records&SearchCategory=Parcel+Number&SearchText=14-17-208-044&uid=327&PageIndex=1&ReferenceKey=14-17-208-044&ReferenceType=0&SortBy=&SearchOrigin=0&RecordKey=1%3d14-17-208-044%3a%3a4%3d14-17-208-044%3a%3a10%3d13685%3a%3a7%3dcf2f2f04-2aa4-409a-b0d3-a44500aee720%3a%3a13%3d6758&RecordKeyType=1%3d0%3a%3a4%3d0%3a%3a10%3d8%3a%3a7%3d2%3a%3a13%3d1&Image=18323&AttachmentType=sketch>

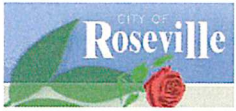
Destination Roseville and Competition Page

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MASTER PLAN UPDATE

February 1, 2010





Acknowledgements

Mayor and City Council

Honorable John Chirkun, Mayor
Robert R. Taylor, Mayor Pro-Tem
Salvatore Aiuto
Jan Haggerty
Frank Maisano
Colleen McCartney
Bill Shoemaker

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Geraldine White, Vice Chair
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Stephen Truman, City Manager
Glenn Sexton, Building Official

City of Roseville Master Plan

Adopted by the Planning Commission on _____,
replacing the _____ amended in _____

Assistance Provided by:

B R i
Beckett&Raeder

*Landscape Architecture
Planning, Engineering &
Environmental Services*

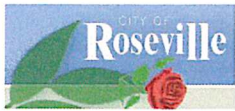


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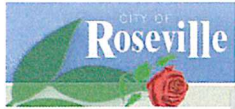
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*Good access management and
design principles are followed*
Photo: Beckett & Raeder, Inc.



Roseville is located in Michigan's lower peninsula, near the lower south-east portion of Macomb County. It has a land area of 5.0 square miles. The center of the City of Roseville is approximately 11 miles northeast of downtown Detroit, 18 miles east of Southfield, and 50 miles east of Ann Arbor. Communities immediately adjacent to the City include the cities of St. Clair Shores to the east, Eastpointe to the south, Warren and Fraser to the west, and Fraser and Clinton Township to the north.

Two interstates in the City serve as major access routes to the south-east Michigan area. I-696 runs through the City in an east/west direction and parallels 11 Mile road. I-94 follows the City's eastern border with St. Clair Shores from 10 Mile Road until 12 Mile Road, then is wholly in the City until exiting into St. Clair Shores near Masonic Boulevard (13 1/2 Mile Road). These interstates allow residents easy and efficient access to Ann Arbor, Detroit, Southfield, Royal Oak, Novi, and Port Huron. Gratiot Avenue, (M-3), is a major metropolitan thoroughfare that traverses the entire length of the City in northeast/southwest direction, and it allows convenient non-interstate access to Mt. Clemens and Detroit.

History of Roseville Plan

In 1998, Roseville Officials adopted a new Master Land Use Plan for the community entitled "The Master Plan for Land Use for the City of Roseville". The 25 page document included an overview of existing land use at the time. During the life of the current Plan, City Officials have endeavored to implement its land use recommendations and have used the land use recommendations of the Plan to help guide their decisions on requests to rezone land in the City. They have utilized the land use guidelines of the Plan in developing the City's current zoning standards and in the review of site plans for new development in the community.

"The Roseville Plan" has endured over the years because it was a well-conceived Plan. It has persevered as well because the City approached its physical development capacity many years ago. There is practically no land left in the community for new development.

In 2008, the Michigan Legislature adopted Act 33, the Municipal Planning Enabling Act. Section 33(1) in Act 33 states that a municipal Master Plan may project 20 years or more into the future. Section 45(2) states that at least every five (5) years after adoption of its Master Plan, the municipality shall review the Plan and determine whether to commence the procedure to amend the Master Plan or adopt a new Master Plan. Since the Plan was over ten years old at the time, City Officials determined to amend the plan.



Gratiot Avenue entrance to Civic Complex
Photo: Beckett & Raeder, Inc.

Reasons Behind the Master Plan

This update is intended to serve as an amendment to the Master Plan approved in August 1998, which serves as a road map for the ultimate development of the City and guides land use decisions.

In 1998, the Roseville Planning Commission concluded its work on the current Roseville Master Plan for Future Land Use report. In the eleven years since the Master Plan was completed, the Planning Commission has strived to ensure conformity with promulgated goals of the Plan when reviewing land for rezoning or site plans for development or redevelopment.

The Roseville Master Plan Update for Future Land Use has and can continue to guide the development of the City of Roseville into a pleasant and desirable community in which to live and do business. In order to continue providing a quality lifestyle for residents, visitors and establishments, this Master Plan Update considers issues that affect demographics, the physical profile, public participation, goals and objectives, a redevelopment action plan and future land use, as well as means to implementing the plan. The current information detailed in this plan highlights trends that will assist community and public officials in making informed decisions that result in sound public policy.

This Master Plan Update also assists the City in envisioning the ultimate size and capacity of public improvements such as utility infrastructure, parkland and public services. In addition, it provides the public with an understanding of desired future land use relationships while directing the City through zoning choices and decisions.

This Plan was conceived with careful review of and regard for land use in adjacent areas. The Plan, however, is limited to the City boundaries out of practical ability to affect land use decisions outside of the City.



Civic Center sign
Photo: Beckett & Raeder, Inc.

Our Community

Demographic factors such as age, income, gender, ethnicity, education and occupation, among others, help shape the growth of the City of Roseville. In this chapter of the Master Plan, the City's demographics are analyzed to reveal patterns and trends that can influence future land use and planning policies.

SOCIAL CHARACTERISTICS

Population Trends

The City of Roseville has seen its population decrease over the last three decades from a peak of 60,529 in 1970 to 48,129 in 2000. (The July 2009 estimate by SEMCOG was 45,927). This is contrary to the total population growth during this time span for Macomb County, which has seen growth occur in newer townships beyond the region's inner ring. The population in Macomb County has increased from 700,243 in 1980 to 788,149 in 2000, a net growth of 87,906 residents. (Table 1). This net increase reflects the continued migration of residents further and further out from the urban core of the region. As a result, inner-ring suburbs such as Roseville continue to reflect a population decrease.

This population decrease is not only common for inner-ring suburbs, but according to U.S. Census data is a recurring trend in Southeast Michigan. In fact, of the 233 communities in Southeast Michigan, 67 (29%) experienced a population loss from 1990 to 2000. According to SEMCOG estimates, this number increased to 92 communities (39%) from 2000 to 2007. Moreover, the State of Michigan and the Great Lakes region as a whole continue to suffer from population loss due to a range of factors including an aging population, decreasing family sizes, the out migration of younger, potentially family-ready populations from the area, and the exodus of recent college graduates.

Table 1 also reveals a slowing down of the population decrease in Roseville, and for most of the adjoining communities. The population of Roseville decreased from 51,412 in 1990 to 48,129 in 2000, a net decrease of 6.4%. In comparison, the population loss in the neighboring communities for the same time period are: Detroit -7.5%; St. Clair Shores -7.4%; Eastpointe -3.4%; Warren -4.6%; and Harper Woods -4.4%. Not surprisingly, the communities of Fraser and Clinton Township, which are the farthest from the historic urban core, showed population increases of 10% and 11% respectively.

SEMCOG had predicted the July 2008 population to be 46,268, a decrease of slightly less than 4%. As mentioned earlier, their July 2009 estimate showed a decrease to 45,927, approximately 4.5% from 2000 and a decrease of 341 people from the 2008 estimate. SEMCOG also forecasts the population of Roseville will continue to decrease until reaching a low of 44,979 in 2025. By 2035 the total population is expected to increase slightly to 45,203.



Banners welcome people to the community

Photo: Beckett & Raeder, Inc.

Table 1 Population of Roseville and Surrounding Region 1980-2000 (Census)							
Municipality	1980	1990	2000	Total Change 1980-2000	% Change 1980-2000	Total Change 1990-2000	% Change 1990-2000
Roseville	54,311	51,412	48,129	-6,182	-11.4%	-3,283	-6.4%
Clinton Twp	72,400	85,866	95,648	23,248	32%	9,782	11.0%
St. Clair Shores	76,210	68,107	63,096	-13,114	-17.2%	-5,011	-7.4%
Harper Woods	16,361	14,903	14,245	-2,116	-12.9%	-658	-4.4%
Warren	161,134	144,864	138,247	-22,887	-14.2%	-6,617	-4.6%
Eastpointe	38,280	35,283	34,044	-4,203	-11.0%	-1,206	-3.4%
Macomb County	700,243	717,400	788,149	87,906	13.0%	70,749	10.0%

Table 2 - Population by Age - SEMCOG								
Age Group	Roseville		Eastpointe		Warren		Macomb County	
	Census 2000	Change 1990-2000	Census 2000	Change 1990-2000	Census 2000	Change 1990-2000	Census 2000	Change 1990-2000
Under 5	3,140	-586	2,172	-314	8,784	-222	51,062	2,148
5 to 9	3,260	-203	2,374	87	9,023	520	54,125	6,044
10 to 14	3,012	-188	2,415	359	8,862	1,077	53,865	7,721
15 to 19	2,787	-453	2,138	136	8,050	-810	48,684	228
20 to 24	2,877	-305	1,822	-305	7,511	-3,859	44,772	-8,916
25 to 29	3,942	-615	2,448	-615	9,792	-3,461	54,689	-8,763
30 to 34	4,007	-659	2,729	-659	10,758	-1,594	61,025	-3,849
35 to 39	4,022	115	2,807	115	11,131	1,548	66,183	9,726
40 to 44	3,930	1,003	3,012	1,003	10,808	2,613	66,318	14,984
45 to 49	3,288	1,024	2,483	1,024	8,822	907	57,616	14,595
50 to 54	2,683	461	1,814	461	7,430	-1,560	50,645	14,297
55 to 59	2,035	-396	1,191	-396	6,686	-2,089	40,135	6,429
60 to 64	1,727	-1,073	1,065	-1,073	6,689	-2,003	31,376	-3,089
65 to 69	1,701	-1,134	1,145	-1,134	6,297	3,297	38,012	-3,221
70 to 74	2,113	-448	1,471	-448	6,218	338	27,968	2,079
75 to 79	1,821	150	1,398	150	5,299	1,285	23,825	7,312
80 to 84	1,070	265	989	265	3,509	1,251	15,957	6,338
85 & >	714	138	604	138	2,548	871	11,889	4,686
Total	48,129	-3,283	34,077	-1,206	138,247	-6,617	788,149	70,749
Median Age	36.2		36.6		37.9		36.9	

Table 3 Population Trends (SEMCOG)	
1970 Total Population	60,529
1980 Total Population	54,311
1990 Total Population	51,412
2000 Total Population	48,129
2005 Total Population	47,664
2015 Population Estimate	45,885
2025 Population Estimate	44,979
2035 Population Estimate	45,203

Population Forecast

In addition to Census and SEMCOG data, AnySite Online data was also evaluated (Table 5). This data closely mirrors SEMCOG data for the previous years 1990 and 2000, but deviates somewhat from 2007 forward. AnySite Online actually showed a very slight population increase for Roseville from 2000-2007. They also show the population decreasing from 2007-2012, again with slightly different figures than SEMCOG. (Anysite Online's 47,211 in 2012 compared to SEMCOG's 45,885 predicted in 2015).

Age – Life Cycle

It is important to understand the age distribution within a population. This knowledge assists communities in matching public services to community characteristics. It also helps in determining special needs of certain age groups. If Roseville was seeing an increase in the younger age population, they may want to focus some of their housing efforts on rental housing and/or smaller homes. An increase in the elderly population would direct resources toward assisted living facilities and other senior living options.

As shown in Table 1, Roseville has seen a decrease in population, but this decrease is not evenly distributed among the different age categories. Table 2 shows each grouping 34 and younger lost population, while each group 35-54 gained people. Population dropped off again from 55-74, and increased in all groupings 75 and older. The decrease in certain population segments appears to be due to several indicators including:

- a decrease in the number of families with children,
- a decrease in teenagers,
- a decrease in people in their twenties and thirties,
- a decrease in people in their mid fifties to late sixties.

From 1990 to 2000 the number of families decreased from 6,659 to 5,706, a 14.3 percent decrease (Table 6). This decrease in the number of families equates to a decrease in the number of school-aged children. Both Eastpointe and Warren showed an increase in the number of school aged children, ages 5 to 14, with Eastpointe also showing an increase in the ages 15 to 19. Eastpointe's increase appears to be due to an influx of residents moving to the City from Detroit. Roseville appears to be like many older bedroom communities, losing young people to newer suburbs.

In order to retain some of these residents, it is important to address the actual reasons for out-migration of these age ranges and population sets. These reasons may include:

- a lack of larger lot homes as families look for more space
- a shift in the ethnic/racial make-up of the community
- failure to provide recreational opportunities
- a lack of entertainment/shopping options for the under 34 segment
- lack of job opportunities

Once these issues are identified, a detailed plan can be developed for retention.



"By century's end, many places with virtually no history or immigration were attracting immigrants".

Dr. Audrye Signer, May 17, 2007



Looking back to 1980, the foreign born in cities and suburbs were about equal. By 2005, suburbs were attracting approximately 50% more foreign born than central cities.



Table 4 Roseville Population Trends - SEMCOG

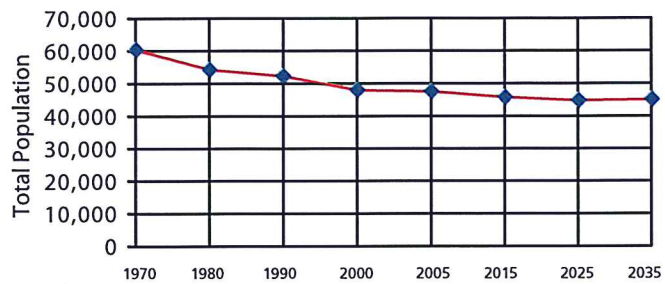


Table 5 Population Trends (AnySite)

Table 5 Population Trends (AnySite)	
1990 Population	51,312
2000 Population	48,129
2007 Population	48,579
2012 Population	47,211
Change 1990-2000	-6.2%
Change 2000-2007	+0.93%
Change 2007-2012	-2.82%

Table 6 Household Type (Census)

	Census 2000	Change 1990-2000
Live Alone	6,143	1,318
Under 65	3,627	1,204
65 and over	2,516	294
Families with children	5,706	-953
Married	4,098	-1,018
Unmarried	1,608	65
Families without children	7,017	-235
Unrelated persons	1,110	309
Total Households	19,976	439

Gender

Table 7 shows the percent males to females in the City of Roseville and surrounding communities, Macomb County, and the State of Michigan. Roseville has fewer males to females than the County, the State, and the cities of Warren and Eastpointe.

Crime

Table 8 is a crime chart compiled from Sperling's Best Places, comparing Roseville to surrounding municipalities and the United States. Violent and property crimes are rated on a scale of one (low crime) to ten (high crime). Violent crime is composed of four offenses: murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault. Property crime includes: burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims.

Overall, the City of Roseville has a moderate to high crime rate. Comparing Roseville to the surrounding communities, none had a higher rate of violent crime or property crime. In addition, Roseville had higher violent crimes and property crimes than the US average. The higher rates may be related to the fact that Roseville has a large shopping center, Macomb Mall, along with many other big box retailers. Many communities that have large malls show higher crime rates than communities with more traditional strip center development.

The City should also closely monitor the effect of the increasing number of foreclosures, which has resulted in a number of vacant properties. It is suggested that the city implement measures to minimize the amount of potential future property crimes on the vacant properties. One method would be through the investment or encouragement of increased Neighborhood Watch areas.



Big box stores

Photo: Beckett & Raeder, Inc.

Table 7 Gender

	Roseville		St. Clair Shores		Warren		East-pointe		Macomb County		State	
	M	F	M	F	M	F	M	F	M	F	M	F
Percent	48.2	51.8	47.7	52.3	48.9	51.1	49.7	50.3	49.2	50.8	49.24	50.76

Table 8 Sperling's Best Places Crime Report (October 2007)

	Roseville	Eastpointe	St. Clair Shores	Fraser	Warren	Clinton Township	National Average
Violent Crime	5	2	3	3	5	4	3
Property Crime	7	3	6	5	5	2	3

Table 9 Race and Hispanic Origin

	Census 1990		Census 2000		Percentage Point Change 1990-2000	Sperling's Best Places Market-ing Data 2007	Percentage Point Change 2000-2007
Non-Hispanic	50,783	98.8%	47,407	98.55%	-0.3%		
White	49,479	96.25%	44,472	92.4%	-3.8%	90.41%	-1.99%
Black	511	1.0%	1,247	2.6%	1.6%	4.91%	2.31%
Asian or Pacific Islander	564	1.15%	796	1.7%	0.6%	2.17% (Asian only)	
Other	231	0.4%	887	1.8%	1.4%	2.77% (Including Na-tive American)	
Hispanic	627	1.2%	722	1.5%	0.3%		
Total Population	51,412	100%	48,129	100%			

Table 10 Race and Hispanic Origin (Anysite)

	2000	2007	2012
White Population	44,968	43,187	38,340
Black Population	1,242	2,767	2,936
American Indian/ Alaska Native	201	119	74
Asian/Hawaiian/ Pacific Islander	800	1,110	3,206
Other Population (inc 2+ Races)	908	1,396	
Hispanic Population	722	948	1,429
Non-Hispanic Population	47,407	47,631	45,782

Race/Ethnicity

The City of Roseville is becoming a more diverse community. From 1990 to 2000, with the exception of White, every race categorized increased as a percentage of the total population (Table 9). The largest increase, 1.6%, was in the Black population. Asian or Pacific Islanders, Hispanic and Other also showed an increase in percentage of the total population. However, the Non-Hispanic White population showed a decrease.

Since the 2000 Census, independent marketing research published by Sperling's Best Places estimates that there has continued to be an increase in the Black population, now approaching 5% (Table 9). The White population continued to decline during that time span with a decrease of 1.99%.

Table 10 shows the 2000, 2007 and projected 2012 Race figures from AnySite Online. The population projections for 2012 provide valuable insight into the shifting population breakdown by race for Roseville. According to their projections, between 2000 and 2012 the percentage of Whites will again decrease, this time by approximately fifteen percent (15%). During this same period, population gains will be made in the African American, Asian/Hawaiian/Pacific Islander, and Other Population categories. Most notable, the Hispanic population is projected to more than double in this same time period. This trend of a growing Hispanic population will be seen in many communities across the United States.

Education

The percentage of the population age 25 and older that received a graduate or a professional degree, bachelor's degree, or associate degree remained mostly stagnate, whereas the percentage of the population with some college education increased 5.1% (Table 11). It is important that the City of Roseville maintain quality educational facilities and increase the educational attainment of its residents.

In addition, Sperling's Best Places report (Table 12) shows the City of Roseville comparing somewhat behind its surrounding municipalities when it comes to Pupil/Teacher Ratio, School Expenditures, and Students per Counselor. Since schools are the number one reason why people choose to purchase a home, it is highly recommended that the City work closely with the school district to ensure its quality of education not only is comparable with the surrounding area, but improves to best in class.

Demographers are predicting by 2050, a mere 40 years away, 25% of our population will be Hispanic. How dramatic is this? In 1970, non-Hispanic whites made up 80% of California's population. In 2008, they made up 43%. That is nearly a 50% reduction in a quarter century. This estimate is based on past trends, and most likely will affect either where you work or a place nearby. This is because if patterns hold true, in the fifty (50) largest US cities, non-Hispanic white are now, or will soon be, in the minority. That is for all 50 of the **LARGEST CITIES** in the United States



Both Macomb Community College (above) and Wayne State University (below) offer classes nearby.

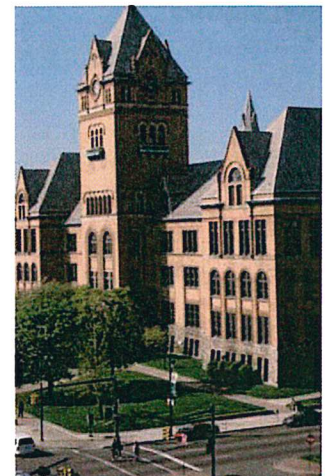


Table 11 Highest level of Education (population age 25 and older

Highest Level Completed	Census 2000	Percentage Point Change 1990-2000
Graduate/Professional Degree	1.8%	-0.4%
Bachelor's Degree	5.4%	0.6%
Associate Degree	6.1%	0.0%
Some College without Degree	24.2%	5.1%
High School	38.7%	1.4%
Did not Graduate High School	23.8%	-6.8%

Table 12 Sperling's Best Places Education Report (October 2007)

	Roseville	East-pointe	St. Clair Shores	Fraser	Warren	Clinton Township
School Expenditures	\$6,713	\$7,146	\$6,846	\$7,080	\$7,731	\$6,062
Public/Teacher Ratio	19	20	18	19	19	21
Students per Librarian	604	419	286	411	379	545
Students per Counselor	900	634	499	765	537	578

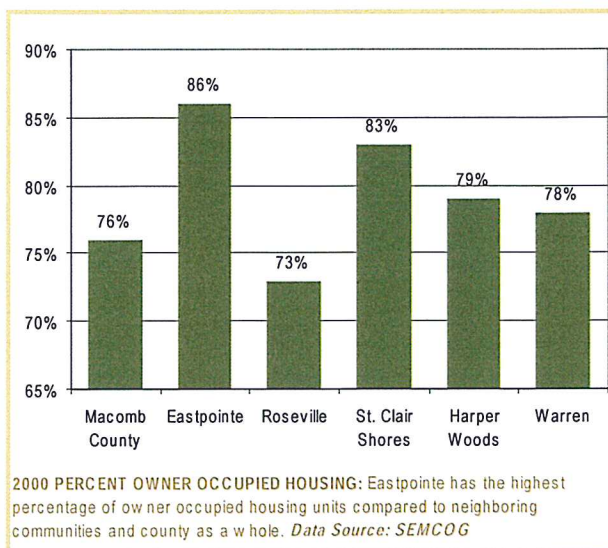
Implications for Public Policy

- The demographic forecast for Roseville is comparable with surrounding first and second tier suburbs within the Detroit metropolitan area.
- For the most part, the City of Roseville is a totally built out community. This means there is little land available for development, including residential dwelling units. To attract and retain young, growing families, in turn minimizing population loss, it is important for the City to maintain its strong housing stock, redevelop existing parcels, and attract businesses that will fulfill the needs of the current shifting population characteristics. One way to minimize population loss is by attracting immigrants. Many older urban areas have experienced population growth in recent years as their foreign born population increased. The growth in population in places large and small, from New York, Los Angeles and Chicago to Hamtramck and the MexicanTown area in Detroit, was due mainly to immigrants moving into these cities and communities. Many would argue the old invasion-succession model is still in effect. But our metropolitan area is no longer the place most immigrants move to. In fact, we attract far fewer immigrants than most other regions. What consequence does this have for Roseville as we look five, ten, and twenty years out in our master planning process? What can Roseville do to attract immigrants, and most critically, if they do, how should we plan in order to address what will surely be emerging cultural issues? Without immigrants, Roseville will have greater difficulty in preventing further population decrease. Data shows the more prosperous areas are the ones that attract immigrants: Ann Arbor, Oakland County, Grosse Pointe. Roseville should look to these communities as examples of how to attract and plan for new residents and immigrants.
- Roseville showed an increase in residents in the 35-59 year old and 75 and older age groups. The former category tends to be the prime income ages for many. The City should attempt to ensure this positive trend continues. Roseville also needs to ensure there are an adequate number of housing options for residents 75 years and older.
- The decrease in the number of school-aged children may be due to several factors: sprawl, residents wanting larger lots, newer amenities, or residents losing faith in the education facilities. It is important for the City to address the actual reasons for out migration of these age ranges. Once these issues are identified, a better plan can be developed for retention of this age group.



As a built out community, there is limited land for new development
Photo: Beckett & Raeder, Inc.

Table 13



Housing: New home construction in the City
Photo: Beckett & Raeder, Inc.



Housing: Existing housing
Photo: Beckett & Raeder, Inc.

HOUSING CHARACTERISTICS

Housing Tenure

The City of Roseville continues to be a community of single family homes, as it has been for its entire history. Despite the recent trend of younger families leaving the City, it has maintained a high percentage of owner occupied housing units. As Table 13 shows, Roseville's rate is 73%. Though lower than all the surrounding communities except Clinton Township (Table 14), it is still a desirable rate. And only two communities have a significantly greater rate: St. Clair Shores and Eastpointe. The City of Roseville's rate is also close to the County rate of 76%. Compared to surrounding communities, housing in Roseville is the most affordable despite a \$24,655 median housing value increase over the past decade (Table 14).

Sperling's Best Places lists Roseville's 2007 median housing cost at \$115,900, which is an increase of \$18,100 from SEMCOG's 2000 data. However, Sperling's Best Places also shows a negative home appreciation rate of -3.34%, which is a significantly higher decrease than St. Clair Shores, Warren, or Eastpointe. In all likelihood, it has continued to decrease over the last couple years.

Vacancy statistics can be helpful in determining future growth and housing demand. A high vacancy rate for an older developed community is most likely an indicator of residential decline, even though it is good to have some vacant units available in the event of growth. The Urban Land Institute uses a five percent (5%) vacancy rate as necessary to provide adequate housing selection and to keep home prices from rising faster than inflation. Rates below five percent (5%) indicate a restricted housing market. Table 14 reveals that the City of Roseville has a fairly low vacancy rate of three (3%) percent, indicating a restricted housing market.

However, the U.S. Census Bureau reports that the housing vacancy rate has significantly increased in the Detroit Urban Area (which includes Roseville) between 2000 and 2005, from 5.5 percent to 9.3 percent. This increase is likely related to Michigan's slumping economy in recent years. Following the continued challenges to the states economy, the housing vacancy rate is likely higher today and will likely continue to increase for the next couple years, creating a more open housing market in Roseville.

The age of a structure is one factor used to evaluate a house's structural quality. Generally, the housing industry uses 50 years as the life span of a single family home. As illustrated in Table 15, Roseville housing age at 42 years is lower than surrounding communities. Overall though, the neighborhood communities are all comparable. However, at 42 years it is approaching the industry's 50 year life span. It should be understood the industry's use of the life span of 50 years does not take into account the original construction and continued maintenance of the housing units. From a visual survey the overall maintenance and quality of housing appeared to be good, with only a portion of the housing stock approaching the end of its utility.

Housing Type

Table 16 shows that the City remains a single family community. Roseville also shows positive data with the permitting of 70 new single family detached homes between 2000-2007, highlighting the City's ability to attract single family homeowners. The City also demolished 19 homes during the same period.



Housing: Varying housing exteriors
Photo: Beckett & Raeder, Inc.

Table 14 Housing Tenure

	Roseville	Clinton Twp	Eastpointe	St. Clair Shores	Harper Woods	Warren	Fraser	Macomb County
Percent Owner Occupied	73%	67%	86%	83%	79%	78%	73%	76%
Median Housing Value (1999 dollars)	\$97,800	\$145,400	\$98,100	\$123,700	\$108,600	\$117,800	\$139,100	\$139,200
Change 1990-2000	\$24,655	\$29,874	\$25,087	\$31,675	\$21,064	\$26,039	\$36,281	\$37,801
Percent Renter Occupied	12%	29%	12%	14%	17%	19%	26%	20%
Vacant	3%	4%	3%	3%	3%	3%	2%	3%

Table 15 Housing: Sperling's Best Places (October 2007)

	Roseville	Eastpointe	St. Clair Shores	Harper Woods	Warren
Median Home Cost	\$115,900	\$113,000	\$147,500	\$115,000	\$128,100
Home Appreciation	-1.29%	-1.74%	-3.34%	-2.26%	-2.46%
Median Home Age	42	51	45	49	51

Table 16 Housing Type	Census 1990	Census 2000	Change 1990-2000	New Units Permitted 2000-2007
Single Family Detached	12,277	12,421	144	70
Duplex	169	154	-15	0
Townhouse/Attached Condo	176	169	-7	0
Multi-Unit Apartment	977	1,043	66	0
Mobile Home/Manufactured Housing	5	178	173	-
Other	80	0	-80	
Total Housing Units	13,684	13,965	281	70
Units Demolished				19
Net Total (Total Housing Units - Units Demolished)				51

Implications for Public Policy

- By reviewing and considering the information presented on household size, tenure, vacancy and age of the housing stock the City of Roseville can begin to prepare for the future by implementing programs that will rehabilitate, enhance, maintain and improve housing choices in the City.

- The streets are designed in a grid pattern. The City developed as most inner-ring suburbs have, in a relatively short period of time after World War II. Thus the neighborhoods display a considerable amount of consistency in housing size, lot size, age, and architectural form. Multiple-family housing comes in the form of garden apartment style units (both owned and rented), duplex units, and row housing.

- Fortunately the housing stock in the City of Roseville is in relatively good shape. What has started to appear is the need for maintenance, as most houses built within the City are beginning to experience increased maintenance costs due to age. As original materials (windows, insulation, doors, siding, roofing, flooring) and equipment (electrical, mechanical, plumbing) begin to age, they require an increased financial commitment from the homeowner to maintain the quality of the house. Based on median household incomes for the area, while it may be easy for some residents, it is a struggle for others. In order to control the issues of creeping blight and abandonment, there are options available to the City including:

- Community Development Block Grant (CDBG)

- Expanded Housing Maintenance Program

- Employing a Code Enforcement Officer

- Existing Home Energy Efficiency Tax Credit

- Because the City is "built-out" with very limited opportunities for new residential development, the conversion of underutilized office and retail land uses along Gratiot Avenue could be viewed as potential sites for urban mid-rise mixed use residential development. This public policy would ensure that mature community residents have housing opportunities within the City if they decide to sell their larger homes, and newer residents would have access to a culturally diverse community with a high quality of life.



Housing: Well maintained homes are found throughout the City

Photo: Beckett & Raeder, Inc.



Vacant lots can be used for infill development

Photo: Beckett & Raeder, Inc.

Table 17 Household Income Census 2000

	Roseville	St. Clair Shores	Fraser	Warren	Clinton Township	East- pointe	Macomb County
\$200,000 or more	81	277	35	443	625	47	4,542
\$150,000 to \$199,999	131	399	131	613	956	113	6,981
\$125,000 to \$149,999	288	640	194	1,154	1,213	187	10,868
\$100,000 to \$124,999	698	1,789	518	3,114	3,001	746	25,098
\$75,000 to \$99,999	2,068	3,727	869	6,480	5,504	1,757	44,675
\$60,000 to \$74,999	2,549	3,688	799	6,086	5,150	2,060	41,217
\$50,000 to \$59,999	2,044	2,996	514	5,950	3,722	1,420	29,691
\$45,000 to \$49,000	1,235	1,358	265	3,052	1,919	716	15,092
\$40,000 to \$44,999	1,270	1,612	234	3,271	2,484	871	16,378
\$35,000 to \$39,999	1,560	1,709	327	3,491	2,518	733	17,143
\$30,000 to \$34,999	1,359	1,675	387	3,434	2,222	842	16,896
\$25,000 to \$29,999	1,148	1,700	302	4,230	2,559	750	18,224
\$20,000 to \$24,999	1,359	1,670	440	3,874	2,401	816	16,704
\$15,000 to \$19,999	1,316	1,538	305	3,541	1,723	791	14,923
\$10,000 to \$14,999	1,121	1,327	434	2,778	1,928	802	14,229
Less than \$10,000	1,502	1,390	324	3,388	2,349	968	16,841
Median Household Income	\$41,220	\$49,047	\$50,339	\$44,626	\$50,067	\$46,261	\$52,102

ECONOMIC CHARACTERISTICS

Household Income

The Census 2000 data (Table 17) shows the City of Roseville has the lowest Household Income of the surrounding communities. Its Household Income actually decreased 4.9% from 1990, and the only other community to show a larger decrease was Warren. The City's Median Household Income in 1999 dollars was, at \$41,220, less than Eastpointe's, Warren's, Harper Wood's, and St. Clair Shores.

As for the County as a whole, the City of Roseville's Household income was significantly less than the County's figure of \$52,102. This is not surprising since earlier it had been noted the City has a decreasing percentage of people in the 55 to 69 age range (high income wage earners). In many older suburbs, these high wage earners in their fifties and sixties are migrating further out from the center of the region, while younger residents move in. Typically these younger residents in their thirties make less than their older counterparts. This is what appears to be happening in Roseville.

Employment/Jobs

Jobs have continued to leave the City of Roseville, as it lost 2,642 jobs between 1990 and 2000 (Table 18). This is a decrease of 10.4%. However, SEMCOG predicts jobs will rebound in the community and reach a high in 2025.

The Southeast Michigan Council of Governments estimated job loss was greatest in Retail Trade, Manufacturing, and the Professional, Scientific, & Technical Services categories. There was an increase in Health Care & Social Assistance along with Financial Activities categories.

Reviewing where residents work, the highest numbers of workers in the City are City of Roseville residents, and the largest number of Roseville residents work in the City of Roseville (Table 19 and 20).



Closed businesses are not only un-attractive but also cost the City jobs
Photo: Beckett & Raeder, Inc.



Commute: Besides the interstates, people use both Groesbeck (above) and Gratiot (below)
 Photo: Beckett & Raeder, Inc.



Table 19
Where workers commute from (Census 2000)

City	Workers	Percentage
Roseville	3,432	17.0%
Detroit	2,593	12.9%
Warren	2,109	10.5%
Clinton Township	1,745	8.6%
St. Clair Shores	1,565	7.8%
Sterling Heights	1,005	5.0%
Eastpointe	891	4.4%
Chesterfield Township	613	3.0%
Macomb Township	600	3.0%
Harrison Township	595	2.9%
Elsewhere	5,027	24.9%
Totals	22,502	100%

Table 18 Jobs (SEMCOG)

Estimate	
1990	25,327
2000	22,865
Forecast	
2010	22,754
2015	22,971
2020	23,147
2025	23,311
2030	23,158
2035	23,042

Table 20
Where residents work (Census 2000)

City	Workers	Percentage
Roseville	3,432	15.3%
Warren	3099	13.8%
Detroit	2,277	10.1%
Sterling Heights	1,592	7.1%
Clinton Twp.	1,457	6.5%
St. Clair Shores	1,209	5.4%
Troy	1,152	5.1%
Fraser	798	3.5%
Mount Clemens	601	2.7%
Southfield	578	2.6%
Elsewhere	6,307	28.0%
Totals	22,502	100%

Implications for Public Policy

- The economic analysis for the City of Roseville establishes a base from which planning decisions can be made with regard to employment and jobs. This information confirms Roseville faces many of the same challenges of other older inner-ring suburbs: an aging housing stock, smaller lots than in newer townships, higher redevelopment costs than green-field development, and a loss of higher income wage earners. This is common for a mature stable community. Roseville needs to continue to attract new residents and businesses if it is to remain a vibrant community.
- As the population continues to decrease or stagnate in the City and the surrounding suburban communities, there will be more challenges for adapted reuse of commercial development to prevent fragmentation of the commercial fabric. This impact of land use can already be seen in the amount of available vacant commercial space along the Mile roads and Gratiot Avenue. The City has not developed into a traditional town center. Except for Macomb Mall, the city lacks a focal retail, and the challenges that Gratiot Avenue poses for pedestrians further complicates the use of this corridor for a community based town center or down-town district.
- Roseville should take the proper steps to ensure its commercial areas in general and its principal shopping district in particular, Macomb Mall, remain viable. The City should look at allowing greater flexibility in its regulations along with permitting mixed-use developments throughout many of its commercial districts. This should help ensure the commercial areas remain active and Macomb Mall does not follow the trend of many older malls and become a Greyfield.
- Roseville should establish a town center on Utica heading north from Gratiot to 12 Mile Road. This would give the City a identifiable down-town to create a small town urban experience.
- The City should look to increase flexibility of uses along Groesbeck Highway to offset the number of vacant properties and buildings.



Vacant Property along Groesbeck Highway

Photo: Beckett & Raeder, Inc.



**Reuse of Space
Market - before (top) and after
(bottom) renovation**

Photo: Beckett & Raeder, Inc.



Land Use: The City continues to be dominated by single family homes
Photo: Beckett & Raeder, Inc.



Land Use: Mix of uses along Groesbeck Highway
Photo: Beckett & Raeder, Inc.



Land Use: The City continues to attract commercial development around and nearby the I-94/Gratiot Interchange
Photo: Beckett & Raeder, Inc.



Land Use: Vacant property
Photo: Beckett & Raeder, Inc.



Land Use: Automotive
Photo: Beckett & Raeder, Inc.

LAND USE

Existing Land Use

The intent of an existing land use study is to provide current information on existing land use in the City of Roseville. The information will enable City Officials to more accurately evaluate future land use trends in the community. The knowledge will also facilitate the development of a new Master Land Use Plan that will more effectively represent current and future land use development, and particularly, potential redevelopment trends. The existing land use data was completed during August of 2008.

The study began with a review of existing information that was mapped and catalogued in the 2002 Existing Land Use section of the City's Master Plan for Future Land Use report.

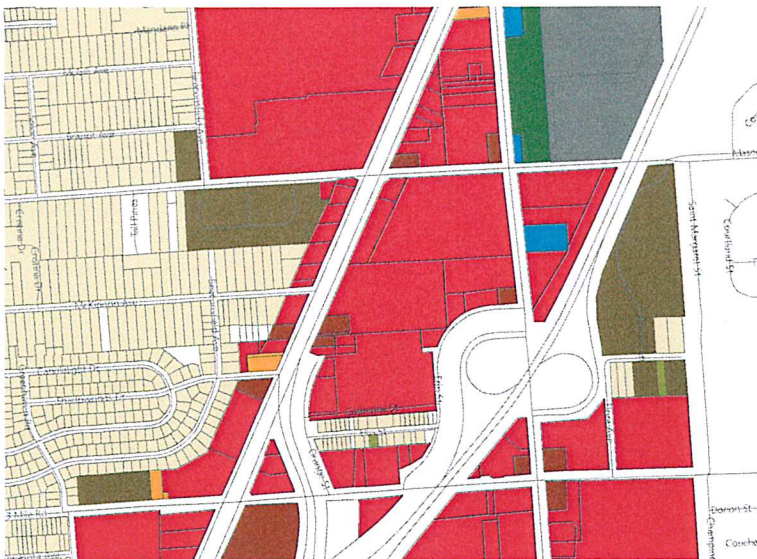
A detailed windshield survey of land within the City was conducted in the field. The use of each parcel of land was recorded in the field on the base map. The 2002 Existing Land Use Map was consulted in the field for reference and orientation.

An electronic copy of the existing land use for the City was obtained from the Macomb County Department of Planning. This mapped data, along with our earlier land use map of 2002, were the basis for creating the more current map of existing land use.

As each land use type was recorded, the land area involving the use was also recorded in acres. The sum of the individual land use acres were then added together to provide an overall acreage total to each specific land use category. The acreage of each land use was compared to SEMCOG's land use calculations. Overall there was good comparison between the land use calculations.



Changing land uses in the City
Photo: Beckett & Raeder, Inc.





Vacant buildings along Groesbeck Highway

Photo: Beckett & Raeder, Inc.



Vacant land: Utica Junction

Photo: Beckett & Raeder, Inc.

Existing Land Use Evaluation

There are no set standards that dictate how much land a community should devote to certain types of land use. Almost all communities appear to have a predominance of residential land use. Some will have vast areas devoted to commercial and industrial land use while others have little land devoted to such uses.

It is important to note that an Existing Land Use Map is intended to reflect the current use of the land, not the zoning classification or the Master Plan designation.

The 2008 existing land use analysis documents the predominance of Single Family Residential uses in the City.

The amount of vacant office and commercial space is a concern in older inner-ring suburban communities, and Roseville is no different, as it appears the amount of vacant business space has increased since the last Master Plan. This is due to many factors including a declining population, changing buying patterns, and easy access to larger nearby malls.

The field survey of the existing land uses carried out in August of 2008 shows notable consistency between the land use categories from the 1998 plan and the updated map.

Existing Land Use Classification

The following classifications have been applied to City land uses:

Automotive Commercial, Cemetery, Commercial, General Industrial, Light Industrial, Mobile Home Residential, Multi-Family Residential, Office, Park, Public, Quasi-Public, School, Single Family, Two Family, and Vacant.

Automotive Commercial: Commercial uses devoted to automobiles. It includes car washes, auto parts stores, auto repair shops, and gas stations. These uses are scattered throughout the City on the major thoroughfares, consisting of a little over 2% of the land area and 107 acres.

Cemetery: This category consists of one parcel located on Little Mack and Masonic Boulevard making up less than 1% of the land area.

Commercial: The vast majority of nearly 500 acres of commercial continue to be located on Gratiot Avenue, on or near Masonic Boulevard including and around Macomb Mall, the I-94/Gratiot interchange, and the Mile Roads. This represents just over 10% of the land area.

General Industrial: The land use is predominately located along Groesbeck Highway, and east of Little Mack in the far northeastern part of the City. Presently there has been an increase in the number of vacant industrial buildings. Including occupied and vacant buildings, this land use category makes up over 4% of the land use.

Light Industrial: Consisting of over 300 acres and almost 7% of the land use, this category is similar to General Industrial in its location: along Groesbeck Highway and Little Mack, with a few locations on Gratiot Avenue.

Mobile Home Residential: The City has one Mobile Home Park in the southern part of the City just east of Gratiot Avenue, making up just 0.2% of the land use.

Multi-Family Residential: Just over 300 acres, the category is scattered throughout the City, with concentrations near 13 Mile Road and Utica, 12 Mile Road east of Groesbeck, and Masonic Boulevard around Gratiot Avenue and Interstate 94. It represents 7% of the land development in the City.

Office: The City has a little over sixty acres (or 1.3%) of its land devoted to Office. The majority of offices continue to be located on Gratiot Avenue and Utica.

Park: The City has a little over thirty acres in parks, (less than 1%), however, this total does not include any of the facilities within school property.

Table 21 SEMCOG Land Use Cover (in acres)

	2000		Change 1990-2000	
	Acres	Percent	Acres	Percent
Residential	3,927	62.5%	41	1.1%
Single-Family	3,649	58.0%	35	1.0%
Multi-Family	277	4.4%	6	2.2%
Non-Residential	2,227	35.4%	32	1.5%
Commercial & Office	833	13.3%	26	3.3%
Industrial	681	10.8%	-11	-1.5%
Institutional	385	6.1%	18	5.0%
Communication, Transportation, Utility	257	4.1%	-2	-0.9%
Cultural, Outdoor Recreation, Cemetery	69	1.1%	0	0.0%
Under Development	2	0.0%	-6	-76.0%
Active Agricultural	0	0.0%	0	0.0%
Grassland and Shrub	41	0.6%	-61	-60.1%
Woodland and Wetland	32	0.5%	-5	-14.2%
Extraction and Barren	37	0.6%	0	0.0%
Water	22	0.3%	0	0.0%
Total	6,286	100.0%	0	0.0%

**Table 22 Land Use acreage from 2008 Field Observation
(not including right of ways)**

	Acres	Percent
Residential	2,968	57.0%
Single-Family	2,649	50.90%
Multi-Family	303	5.8%
Two Family	8	< 1%
Mobile Home	8	< 1%
Non-Residential	2,227	42.8%
Automobile Commercial	107	2.1
Commercial	497	9.5%
Office	61	1.2
General Industrial	206	4.0%
Light Institutional	332	6.4%
Public	21	< 1% %
Quasi Public	167	3.2%
Cemetery	8	< 1% %
Park	31	< 1% %
School	212	4.1%
Vacant	16	< 1% %
Total	5,201	100.0%



Quasi Public:

Consisting of 167 acres representing 3.4% of the land use, this category is made up of uses that are oriented to public use but are not owned or operated by a public agency such as municipal, county, state, or federal government. Such land uses may include churches, lodge halls, electric, gas, telephone, and similar utility companies. Quasi Public is scattered throughout the community.

Public:

Much of the land in this category includes City buildings such as the Central Fire Station, City Hall, Court, and Police Station. This category makes up almost 21 acres consisting of just less than 1/2 percent of total land in Roseville. Most of this land use is found in the City's government complex, located on Gratiot Avenue, just south of Common Road.

School: The City of Roseville is served primarily by Roseville Community Schools. There are nine public elementary schools and four secondary schools, including one high school. In addition, the extreme northwest corner of the City is served by Fraser schools. Schools make up 212 acres and 4.3% of the City.

Single Family Residential: The majority of the City continues to be single-family residential homes (58%). According to SEMCOG, the total housing units increased 1.1% from 1990 due to new housing construction in the City. Land within this category totals 2,927 acres.

Two Family Residential: Approximately 8 acres of the City is made up of Two Family Residential. These small sites are located throughout the City and make up less than one half of one percent of the acreage.

Vacant Land: Included in this category are permanent open space, and vacant land. Total acreage is 16 acres, or 3% of total land.



City Library

Photo: Beckett & Raeder, Inc.



Government Complex

Photo: Beckett & Raeder, Inc.

Implications for Public Policy



The City needs to make sure it maintains its strong housing stock

Photo: Beckett & Raeder, Inc.



Walkable, well cared for neighborhoods add to the sense of community

Photo: Beckett & Raeder, Inc.

- As a built out community, it is not surprising to see minimal changes in land use. This means there is little land available for development, including residential. The City continues to be predominantly Single Family, with close to sixty percent (58.0%) of its land cover. Single family units are quite desirable due to the strengths they normally bring to a community, including more stable occupants which translates into lower turnover. The City needs to recognize the possibility of units being turned into rental housing due to the challenging economic times, and implement strategic measures to maintain desirable single family housing stock.

- The greatest asset of the City of Roseville is its established and historic residential neighborhoods. The quality and continued viability of these neighborhoods are important because they comprise the majority of the City's tax base. As a result, the economic viability of the neighborhoods will have a direct bearing on the overall fiscal health of the community. The increased number of foreclosures and homes for sale in the City is clearly evident, as it is throughout our region and state. To minimize degradation of housing quality and increase retention of residents, it is strongly recommended the City develop some sort of action plan, including an enhanced blight ordinance and other initiatives for assisting those home owners at risk, as well as attracting new residents to foreclosed properties.

- The City of Roseville is a small community located in the intermediate ring of suburban communities that are near or adjacent to the City of Detroit. While itself a suburban community, Roseville has been adversely impacted by sprawl. Major roads and highways divide the residential areas in Roseville. The additional roadways through the community have created cut-through traffic, as well as the need for more buffering areas or traffic calming techniques to shield residents from the negative aspects related to non-neighborhood traffic. Compounding the physical separation between neighborhoods, Interstates 696 and 94, along with Gratiot Avenue and Groesbeck Highway create major separation between areas.

- To attract and retain young growing families, in turn minimizing population loss, it is important for the City to maintain its strong housing stock, continue to redevelop existing parcels, and attract commercial businesses that will fulfill the needs of the current shifting population characteristics.

- It is important that the City of Roseville maintain the quality of its educational facilities in order to attract and retain young families.

Land Use and Zoning Comparison

A well-conceived and well-planned community will be one in which the map of current zoning districts mirror the land use recommendations of the Master Plan. From a planning point of view, it appears the City of Roseville is in this enviable position. The zoning map districts align rather well with the Master Plan uses, which will assist the City of Roseville in carrying out the recommendations of the Plan.



The proposed TownCenter District has main street components already in place: zero lot lines, parking in front of buildings, and a decorative streetscape

Photo: Beckett & Raeder, Inc.

Our Vision

Community participation brings vitality to a Master Plan. When the community comes together to provide a guiding vision for the path they want their community to take, they provide a framework for creating their community the way they want it to be. The Master Plan becomes a unique and individual roadmap that enables the community to achieve their specific vision it identified through the community participation activities.

The community vision, as a framework, can guide community leaders and residents toward developing a unique and vibrant community. The City of Roseville understands the importance of this and provided residents an opportunity on Thursday, September 29, 2008 to take part in the development of its Master Plan. Participant input, ideas, and goals have been compiled and analyzed to develop a list of themes and strategies to help guide future development and redevelopment of the City.



Brainstorming Session
Photo: Beckett & Raeder, Inc.

Visioning Workshop

Over sixty residents, business owners, community members, and City officials all interested in voicing their ideas about the future of Roseville participated in the visioning process. The session consisted of a series of brainstorming exercises in which small groups of participants worked together to formulate ideas about the City of Roseville.

During the workshops, participants outlined some of the issues concerning their City. They focused on particular areas of concern such as vacant buildings and blight, then recorded their ideas and established priorities by voting for those most important to them. Finally, they shared their results with the entire audience. The ideas that came out of each small group were diverse, but they also had many commonalities.

Presented here, organized around the brainstorming exercises, are the results.

Understanding the Present

Small group discussion: Participants are asked to brainstorm the things they feel most proud of and most sorry about in their Roseville Community. This discussion follows the rules of brainstorming. After each group has compiled their list, each member is given three dots and is asked to vote on the proudest "prouds" and the sorriest "sorries". The group determines the three top prouds and sorries. Sheets are collected from each table and posted on the wall.

Participants felt the most proud about the following in Roseville (the complete listing is in the appendix):

- City and civic services – 11
- Citizen participation – 8
- Diversified restaurants – 8
- Library – 5
- Library, parks and recreation – 4
- Department of Parks and Recreation – 3
- Variety of small businesses – 3
- Good representation – 3
- Shopping convenience – 3

It is interesting to note that services provided by the City and citizen participation received some of the highest vote totals. Having citizens feel their voice is heard, they can participate in the process of government, and they are happy with the services they receive, is remarkable.

Participants were most sorry to see the following (the complete list is in the appendix):

- Vacant homes and buildings – 6
- Graffiti – 5
- Condition of parks – 4
- Foreclosures – 4
- City's web page – 3
- Homeless – 3
- Pawn shops – 3
- Macomb Mall – 3
- Blight – 3
- Weak code enforcement – 3

It is not surprising to see participants concerned about vacant homes and buildings, graffiti, and foreclosures. On the other hand, having Macomb Mall ranking number five (tied) indicates the City needs to be concerned that it does not become a Grayfield.

Events, Developments and Trends

Small group discussion: Participants are asked to think about events, developments and trends which they are aware of that affect the City of Roseville. This part of the workshop helps focus the group on specific topics and gives the session grounding in reality. Because this discussion can sometimes be discouraging, each group leader must make sure that the content is both positive and negative and not dwell on any one topic for too long. Every effort was made to discuss all topics.

Economic Development Trends:

Downtown/Outdoor mall with fountain pond
Offer grants to improve storefronts
Bike routes
Foreclosed homes/ Business fronts
Transportation (senior transportation outdated)
Senior housing with mixed residents
Teenagers/Diversified area
Boat launch with St Clair Shores
Community networking
Shared services
Re-plat neighborhoods
Swimming pool
Skateboard park
Expansion of existing facilities (ballparks)
More youth activities
More parks/Small parks/Good parks
Proximity to freeways/Railroads
Parks closer to the residents
Infrastructure
Preventive maintenance
Lack of new businesses
Encouraging local business to hire Roseville residents
Retaining current business (tax abatements)
Approval of millage bond (new schools)

Events:

Better Advertising
Bring other communities into City events

Trends:

Increase in rental housing
Enforcement and expansion of current ordinances

Natural Resources:

SEMCOG
Good recycling with Department of Public Works
Agricultural

Land Use:

Vacant commercial and industrial properties
Lack of available land to develop

Housing Quality:

Poor upkeep of residential properties (rental)
Too many rental properties
Proactive in use of code enforcement

Public Facilities

Good maintenance of current facilities
Good schools/New schools

Transportation:

February 2010 - Beckett & Raeder, Inc.



*Sorries included no parking on Gratiot.
Example of Inconsistent parking on Gratiot Avenue.
Photo: Beckett & Raeder, Inc.*



Need for more mass transportation
Traffic flow/timing of lights
Bus lines

Infrastructure:
Big need for repair
Continuous repair work

Walkability:
Lack of walking parks/trails
Macomb Mall winter walking



Decorative features give charm and character to Utica Junction
Photo: Beckett & Raeder, Inc.

The Preferred Future

The next to final exercise of the Visioning workshop involved looking into the future and describing the City of Roseville. Participants were invited to take an imaginary ride through the Roseville Community in the year 2018. The participants were again asked to brainstorm and collect any ideas or dreams they may have for the City as it develops in the future and to list them in the present tense. At the end of the exercise participants were able to vote for three ideas or images they hoped would occur in the City. After voting had taken place, a leader from each group presented the top three from the preferred future to the entire group.

The list of priorities totaled from all groups included seventy (70) topics. In general, these topics tended to reinforce those items identified in the previous exercises. The top vote getters are listed below. (The complete list is in the appendix).

- Increase in downtown activities – 5
- Well lit streets – 5
- Historic districts – 5
- Martin and Utica area refurbished – 4
- Casino and gambling – 4
- Themed festival – 4
- Monument /statue on Gratiot – 4
- Spearhead mass transit – 4
- Safe places for kids to play – 4
- Downtown feel – 4
- Upgraded housing stock – 4
- Districts (park, shopping, entertainment/water features) – 4
- Better schools (higher graduation and higher MEAP scores) – 3
- Expanded park and trail system – 3
- Gratiot more like a Mainstreet (covered walks, benches, etc.) – 3
- No vacant buildings – 3
- Crime free community – 3
- Open space/green space/gardens – 3
- Fountain at both ends of City or Utica Junction – 3
- Bustling community/no vacant property – 3
- Manicured property/well kept maintained streets – 3

Collective Prioritization and Voting

During the Preferred Future exercise, the visioning facilitator compiles a list of the priorities made during the presentations. The collective list combines items that were repeated from groups. The result was a list of items representing the group's preferred vision for Roseville in 2018. That list was posted on the wall. The final exercise of the Visioning Workshop involved voting on the collective list. Participants were asked to vote on the three (3) items they would like most to see in the City of Roseville in 2018.

It is clear from reviewing the results of the City's visioning workshops that participants have a clear image in mind for the future of the City of Roseville. There was a strong repeating consensus on a number of key issues: this consensus will help direct the City into developing a Master Plan that will guide growth and produce an outcome that is supported by its residents. The identification of current trends lends support to previous planning efforts and City policy, however, it is clear that new and innovative changes in the planning of the City are strongly desired. Pinpointing the trends also helps the City to build upon and improve those areas of the community that residents often utilize and enjoy. They are, in the order of priority, as follows:

- Downtown life and feel – 32
- Swimming pool/Water park –18
- Mass transit along Gratiot Avenue – 14
- Special place for kids – 9
- Parks/Trails –9
- Bike paths – 8
- Best in class schools –7
- Special districts (shopping and entertainment) – 6
- Themed festival – 4
- Casinos –4
- Health systems/Health care –4
- Combine City services with different municipalities – 4
- Reduce crime –3
- Address vacant buildings – 3
- Manicure properties –3
- Walkability – 3
- Fountain (both ends of City) –2
- Lighting on streets –2
- Welcome monument – 2
- Community feel – 1
- Historic Preservation – 1



Urban Streetscape:
Photo: Beckett & Raeder, Inc.



Decorative planters can add to a downtown's charm and create a more pedestrian friendly atmosphere
Photo: Beckett & Raeder, Inc.



Quincy Market, Boston:
Developments can become gathering places
Photo: Beckett & Raeder, Inc.

Analysis of Findings

- The participants of the Visioning Session were uniform in most of their “prouds” and “sorries”, although a few respondents presented opposite opinions on similar subjects:

Some liked Macomb Mall, others did not

Parks and Recreation was rated high, others thought parks needed improvements

- Concerning the City neighborhoods, the community did not emphasize much on the proud side. They did mention foreclosures, rentals, and blight as their sorries.

- Also garnering many “sorry” comments were the concern for vacant buildings and homes, and noise from cars in City neighborhood.

- Restaurants in the City were viewed optimistically, generally receiving positive comments.

- There was a general lack of cohesiveness to the Land Use category with residents voicing varying concerns. Many were focused around the challenges of an older urban community including Grayfields, empty stores, lack of sidewalks, and Macomb Mall. The community appreciates the shopping, library and senior centers.

- Under Walkability, the community noted the lack of sidewalks and no bike paths. Some liked the historic downtown area, while others did not like the Gratiot Cruise.

- One of the current trends with communities across the nation is becoming more green, but this did not show up in the prouds and sorries.

- The Collective Prioritization and Voting saw the participants coalesce their vision around the features of a more urban community. This was noted by: Downtown life and feel, Walkability, Community feel, Fountains, Welcome monument, and Mass transit.



*Sorries included no bike paths.
Special Pavement Markings for
Bike Lanes*

Photos: Vendor Websites



Expanding the uses allowed on Groesbeck Highway should diminish the amount of vacant land. Creating a TownCenter would give Roseville a sense of place

Photos: Beckett & Raeder, Inc.



Our Plan

COMMUNITY MASTER PLAN

The Master Plan is a key deliverable, as it represents an amalgamation of all the research and strategies that have been developed throughout the planning process. Following a set of priorities defined by community residents, the Planning Commission and the City Council of Roseville, the Master Plan presents a strategy that will enable the City to promote redevelopment and reinvestment in the Gratiot and Groesbeck corridors, create a community focal point and preserve housing and the resources and characteristics that make this community unique. The planning objectives used in the creation of this Master Plan include:

- reorganizing commercial land along Gratiot Avenue to create defined districts.
- introduction of mixed-uses along Gratiot Avenue to encourage a variety of land uses, activities, and redevelopment options.
- a long range opportunity to create a historic TownCenter and walkable neighborhoods.
- incorporating access management techniques such as the consolidation of drives along Gratiot Avenue and other major thoroughfares within the City.
- allowing increased flexibility of uses along Groesbeck Highway.

The development of the Master Plan is based on community expectations and priorities grounded in professional planning practices including:

- recognition by the community that proactive planning is preferred over reactive planning.
- the decision to create a TownCenter.
- reorganizing of commercial development along major traffic corridors by creating defined and compact commercial nodes, instead of accepting suburban strip commercial development.
- maintaining strong and economically stabilized neighborhoods.
- creating a sense of place and community for the City.
- improving the taxable valuation base of the City.



Example of an Office/Retail/ Residential Mixed-Use

Photo: Urban Land Institute: Beckett & Raeder, Inc.

GRATIOT AVENUE REORGANIZATION

Present-day corridor commercial districts are looking to avoid strip development characteristics of their 1950's and 1960's predecessors. Parts of Gratiot Avenue resembles these older commercial corridors where lots were platted more along residential standards or individually developed for stand alone commercial or office businesses or aggregated into larger parcels for wider but shallow depth commercial development. Many times the parcels are not dimensionally sufficient to accommodate today's commercial uses, which need suitable offstreet parking. In addition, the past pattern of development was focused on vehicular accessibility resulting in numerous curb cuts, site-specific parking lots, minimal connectivity between adjacent properties and virtually no pedestrian amenities. The development of retail centers (malls, large regional shopping centers, and lifestyle centers) further hastened the decline of commercial corridors resulting in fewer traditional retail uses and more "errand-oriented" commercial uses, as well as increased vacancies. The average daily traffic (ADT) counts hover around 65,000 to 67,600 vehicles per day along sections of Gratiot Avenue. This is a large level of traffic which also hinders pedestrian walkability.



Lack of pedestrian amenities:
Gratiot Avenue

Photo: Beckett & Raeder, Inc.

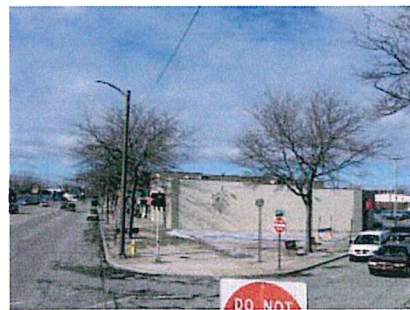
The same trend has influenced the professional office market where tenants congregate in office centers and larger multi-tenant office buildings, which offer various support services and larger parking facilities versus stand-alone professional office buildings. Most of the area's major linear urban corridors are in some stage of decline or transformation. The present economic climate in Michigan will undoubtedly contribute to further decline and disinvestment.



New development: Gratiot Avenue

Photo: Beckett & Raeder, Inc.

Recommendations for land use programming along Gratiot Avenue call for the aggregation of commercial (retail) uses into distinct districts, or nodes, which is a dramatic change since the last Master Plan. The function of the nodes is to concentrate commercial activity in defined locations in lieu of encouraging it to sprawl along Gratiot Avenue. There are three cornerstones of this strategy: one is the TownCenter Area, which consists of all the land on Utica Road from the northwest side of Gratiot Avenue to 12 Mile Road. The second node, called General Retail, would consist of all the land on Gratiot Avenue between the City's southern border and Common Road, excluding the intersection of Utica Road. The final node would be the land from Common Road north, and focused around the I-94 exits to Gratiot Avenue and Little Mack, and called Big Box Commercial.



Blank walls should be discouraged

Photo: Beckett & Raeder, Inc.

TownCenter Node:

The TownCenter area is the cornerstone of the City's pedestrian oriented commercial area because it promotes the concentration and mixture of related uses. To further strengthen this compact and unique business district for the City the following design and development components are suggested:

- New development should be managed through a planned unit development approach which gives the developer flexibility on the building and parking program and the City some control over design and site integration with adjacent residential neighborhoods. This will ensure that the proposed uses, architecture, parking, and placement of structures are

completed as a unified development.

- Building heights along Gratiot Avenue in the TownCenter should be increased to 4 stories.
- Site improvements (lighting, landscaping, and signage) should be complimentary for public and private areas

This node would be created to become the definable downtown for the City of Roseville, and would have the depth and dimensions to accommodate a planned commercial, civic, and mixed-use center. Modifications to Utica Road, such as providing additional on-street parallel parking, lower speed limit, and additional streetscape would further increase opportunities for a more pedestrian-friendly business district.

Due to the complexities associated with the development of the TownCenter area, it is recommended that this area be managed through the creation of Downtown Development Authority (DDA), Act 197 of 1975.

General Retail:

The segment of Gratiot Avenue between the City's southern border and Common Road can help strengthen the proposed DDA district by serving as an identifier to the DDA and encourage the introduction of mixed-use developments. The number of vacancies and presence of functionally obsolete buildings warrants this change in land use. These developments would include ground floor retail or office space and upper story office and residential space. Property owners would have the flexibility to mix uses responding to changing economic and market conditions.

Big Box Commercial:

North of Common Road to 14 Mile Road, and the area around Masonic and Little Mack including the I-94 exit, should continue to be where Big Box development is located.

Height of Districts:

In addition to the organization and intensity of uses along Gratiot Avenue, the Master Plan recommends an increase in building height to accommodate the mix of uses. The General Retail would have a height allowance 3 ½ stories and the TownCenter node would have a height allowance of 4 stories. The Big Box Commercial node would have a height allowance of 4 ½ stories.

A broader concern confronting the Gratiot Avenue corridor is the speed and configuration of the boulevard. A posted speed of 40 MPH infers that 15% of the traffic will exceed 45 MPH. To effectively reposition the corridor as a business district the City must lobby and prevail on having the speed limit on Gratiot Avenue reduced to 35 MPH. Further, due to the width of the right of way the application of on-street parking within protected bays should be expanded through the TownCenter and General Retail areas. Lastly, traffic signals should be timed to create sufficient gaps in traffic for safe pedestrian crossings. Without these measures the long-term viability of the business district is challenged.

By focusing commercial development in concentrated areas, more vibrant



Macomb Mall: Commercial anchor for 45 years

Photo: Beckett & Raeder, Inc.



Excessing parking at Macomb Mall provides opportunity of infill developments

Photo: Beckett & Raeder, Inc.

commercial cores should be created while establishing a sense of place for each area.

Commercial Parking:

There are two factors that affect commercial off-street parking on Gratiot Avenue. They are the City Zoning Ordinance and the boulevard.

The City's Zoning Ordinance parking standards are excessive. For example, the following minimum parking spaces are required:

Business Offices (One space for each 200 sq. feet of usable floor area)

Restaurants (One space for every 35 sq. feet of usable floor area)

Retail stores (One space for every 150 sq. feet of usable floor area)

These ratios are excessive and result in over parking, more impervious surface and stormwater, and an increased heat island effect. A typical large scale merchandiser, such as Meijer and Wal-Mart, will strive to have 5 spaces per 1,000 square feet of usable floor area. Enclosed malls average out at 3.5 spaces per 1,000, and traditional downtowns operate at 2.5 to 3 per 1,000 square feet. The parking ratios in the ordinance are in need of review and revision.

Due to the restrictive depth of some of the commercial lots off-street parking can be a challenge. An option for consideration is the development of side street municipal parking.

Gateways:

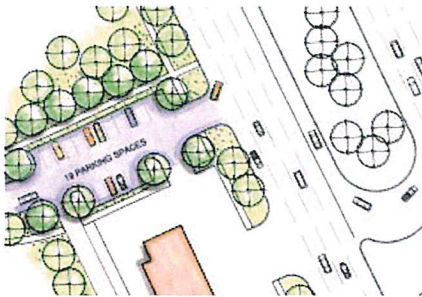
Gateways into the city of Roseville currently do not effectively announce arrival and communicate the sense of pride and the character that embodies the area. Gateways are physical symbols of city or district limits that express a sense of territory to those entering. They can vary in almost any aspect of their existence. Signs usually display the actual name of the area being entered while sign materials and landscaping express the tone which best describes the theme set forth by the community.

Depending on their location, they can simply be set alongside the adjacent thoroughfare or can be incorporated into the thoroughfare via boulevards or traffic circles. An option to be explored for the City of Roseville would be to look at major intersections as preferred locations to incorporate Gateways.

The City of Roseville, in partnership with Macomb County, SEMCOG, MDOT, and eight local communities developed and adopted the 2009 *Gratiot Avenue Corridor Improvement Plan*. The Plan's vision for Gratiot Avenue is to restore and preserve road capacity, reduce crash potential, and support the long-term vision for expanded regional transit, non-motorized systems and community sustainability.



Excessive parking requirements
Photo: Beckett & Raeder, Inc.



Side street municipal parking
Project: Beckett & Raeder, Inc.



Gateway example: Fountain in Chicago, IL
Photo: Beckett & Raeder, Inc.



Gateway example: Roundabout at Huron Parkway and Nixon Rd. in Ann Arbor, MI
Project: Beckett & Raeder, Inc. and OHM

GROESBECK HIGHWAY REORGANIZATION

Groesbeck Highway, designated M-97, runs approximately 2.35 miles in a northeastern direction through the City of Roseville from I-696 to Thirteen (13) Mile Road. This trunk line through Roseville is parallel to railroad tracks that are immediately west of the highway. To the east, approximately 1.5 miles is Gratiot Avenue. Groesbeck Highway, built to relieve traffic traveling between Detroit and Mt. Clemens, can be defined as a more mature and fragmented business corridor.

The average daily traffic (ADT) count hovers around 35,800 vehicles per day, which is a large level of traffic, based on the configuration of the road.

M-97 is a remnant of the pre-expressway era where these regional highways connected adjoining communities and with time became commercial and business districts, though Groesbeck has stayed primarily industrial.

Although there are residential neighborhoods in close proximity on either side of Groesbeck Highway, the corridor's predominant feature within the City of Roseville is one of an aging industrial area. This establishes the perceived image of the general area. Unfortunately, the overall condition of the corridor is reminiscent of many aging Michigan industrial and commercial highways with a wide collection and variation of land uses. Motels, vacant commercial buildings and sites, industrial operations, junk yards, with some newer commercial and office buildings dot the corridor.

A visual assessment of vacant and under-utilized properties along Groesbeck Highway resulted in numerous parcels of potential redevelopment property. Several of these properties by virtue of their former use (i.e. gas station, junk yards, light industrial operations) would be considered eligible facilities for redevelopment as "Brownfields."

In addition, restaurants, motels, mom-and-pop businesses lined these arterials. After the advent of the interstate system these arterials become distressed, businesses closed or changed hands, blight increased and undeveloped property remained undeveloped. Telegraph Road (M-125), Dixie Highway, and US-12 (Detroit to Chicago) are also examples of this phenomenon. Though industry dominates the status of the area today, there has been a smattering of new general business establishments, and there are several multiple family developments almost adjacent to Groesbeck Highway.

Reorganization (Rethinking) of Groesbeck Highway:
General business and multiple family should determine the organization of the area and become the foundation for area wide redevelopment. Accepting this concept, the industrial core would accommodate commercial, business, and multiple family at a density similar to a traditional commercial corridor. To aid in the redevelopment it is suggested that M-97 be visually enhanced.



Groesbeck Highway is currently home to many vacant industrial parcels. The current manufacturing climate makes the prospect of these parcels becoming active industrial uses again anytime soon slim.

Photo: Beckett & Raeder, Inc.

Throughout Groesbeck Highway in Roseville industrial uses would remain, however multiple family could serve as a transition zone from industrial to residential. These areas should also accommodate the larger commercial uses.

Because redevelopment of this scale takes a concerted and sustained effort, the use of a Corridor Improvement Authority, Act 280 of 2005, is recommended. These authorities are comprised of a board of directors appointed by the governing body and are charged with preparing a development plan for the district and implementing the projects identified. Funding normally comes from tax increment financing derived from the incremental increase in the taxable value over the base year in which the authority was established. Like many authorities it will take several years for the incremental revenues to amass enough funds to begin the redevelopment process.

Expanding the uses in the area to allow multiple family and general business would not only allow for greater flexibility of the sites but also increase the City's tax base by allowing for more development options.

INSERT FUTURE LAND USE MAP



*Future development in the proposed Town-Center should have more of a pedestrian focus, limiting the number of auto related uses (above), and allow for attached Townhomes as infill development (below)
Photos: Beckett & Raeder, Inc.*



Our Programs

The information presented in the plan is based on the distinctiveness of an older community with a desire to reinvent itself. The implementation strategy focuses on initiatives and strategies associated with older and redeveloping communities. In some locations of the City, planning and zoning reviews may be the sole tool for the City to use to guide appropriate development. In other areas, redevelopment tools such as the Downtown Development Authority, Corridor Improvement Act, land banking, and established code enforcement programs may be needed to encourage new reinvestment.

Strategies and Initiatives

Mixed Use Development:

The term mixed use refers to a zoning district that allows a variety of uses. The popularity of mixed-use development has grown with the "Smart Growth" movement. It has been found that appropriately designed mixed-use developments create better living environments and have substantial fiscal and economic benefits for a community. Embodied in the concept of mixed-use are higher density, land use variety, public spaces, and pedestrian oriented retail. Mixed-use development can be prompted through the use of a planned unit development ordinance or the City can create a specific zoning district, or zoning overlay district to accomplish this planning objective.

Concentrated Code Enforcement:

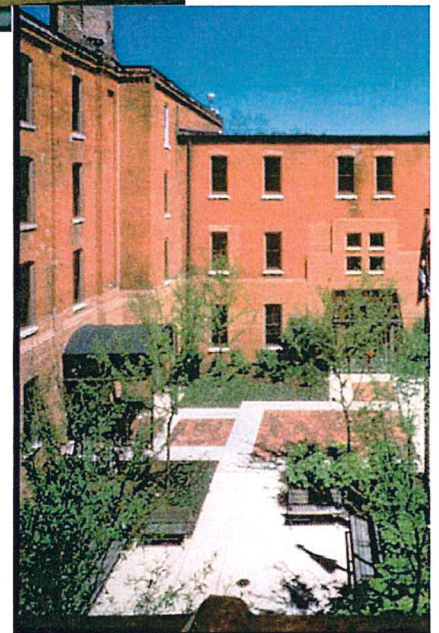
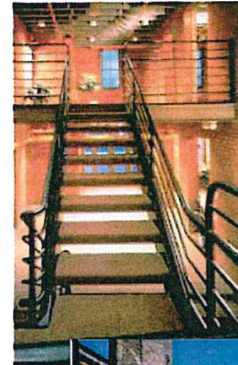
Concentrated Code Enforcement is a locally designed building inspection program targeted at specific neighborhoods, which have a high incidence of blight and housing maintenance problems. The program is initiated by sending a notice to property owners within designated neighborhoods notifying them of the inspection schedule. Only the exterior of structures and lots are part of the inspection programs; there are no internal inspections. The code used to inspect the exterior of the building is often the existing building maintenance code. Once property owners are noticed of violations they are normally given 60 to 90 days to make necessary repairs.

Walkability:

Walkability applications include a variety of techniques, including appropriate dimensions for walkways and sidewalks, the width of roadway cross-sections, availability of pedestrian crossings, and travel speeds on major and local streets. In addition, a walkability survey could be done in conjunction with a sidewalk inspection program.

Land Banking:

Serious attention should be given to acquiring real estate which could be banked for new development. This technique could also be used by a TownCenter if it created a Downtown Development Authority to assist in the development process, quicken the pace of redevelopment and control the type and intensity of development. Examples of DDA real estate



*Adaptive Reuse: Argus Office Building (former Argus Camera Factory)
Photo: CDI*



*Use of outdoor cafe/leisure areas
Photo: Beckett & Raeder, Inc.*



*Buildings at Utica Junction
should be preserved and allow
for a variety of options
Example: Dillworth Hotel - Boyne
City, Michigan
Photo: Beckett & Raeder, Inc.*

Suggested Land Uses: TownCenter

Office

*Insurance and Real Estate
Design Services (Architects, Engineers,
Graphic, etc.)
Interior Design Studios
Internet Web Design Firms
Attorneys*

Commercial

*Apparel Stores
Art Galleries
Bookstores
Camera and Photo Stores
Card and Greeting Shops
Internet Cafes/Coffee Shops
Flower Shops
Gift Stores
Interior Design Stores
Restaurants (no drive thru)*

acquisition and development assistance include the Maywood Town-home project in Pleasant Ridge (Oakland County) and the Monument Park Mixed-Use Building in Dexter (Washtenaw County).

Traffic Calming & Pedestrian Safety:

Traffic Calming and Pedestrian Safety are factored into a walkability program. However, this has to be a primary initiative for the Gratiot Avenue Corridor. The City should look to implement access management techniques throughout its community along with allowing parking along Gratiot Avenue from 10 Mile Road until Common Road (12 ½ Mile Road). This should include better parking stripping.

Corridor Improvement Act (CIA):

Similar to a DDA, the Corridor Improvement Act can be used for the Gratiot Avenue corridor outside of the DDA.

Mass Transit:

Recent increases in gas prices, a greater concern for global warming, and the awareness of decreasing non-renewable resources is elevating the discussion of regional mass transportation. Bus, intra-metropolitan light rail networks, and regional rail connections are now being evaluated as future solutions. Because Roseville is predominately a residential community, these options should be seriously considered as an element of sound community building. Depending on the rate of growth and acceptance of these alternative methods of transportation, decisions on where to reside may be influenced on the availability of these options.

Creation of a TownCenter/DDA:

The City should look to establish a TownCenter around the Utica Junction area to spur development and implement a downtown look and feel as brought out in the Visioning session. The creation of a Downtown Development Authority would provide additional tools to use in creating this walkable area.

Safe Routes to School:

A Safe Routes to School committee should be established before the 2010-2011 school year.

Zoning Ordinance Revisions:

The Zoning Ordinance is in need of selective revisions to comply with the changes recommended in the Master Plan. In addition, off-street parking regulations should be revised to reflect parking space requirements based on usable square footage with a minimum and maximum range.

Overlay District:

Lastly, the application of an overlay district called the Gratiot Avenue Overlay District should be evaluated for inclusion in the zoning code to regulate the development of this area.

Recommended Action Program

The recommended Action Program is an outline of near-term programs needed to effectively implement the community Master Plan. They are focused and results oriented.

Although several entities will be involved in various aspects of a project or program, the Action Program identifies the lead party or parties most likely to shoulder the responsibility for overseeing the process. Funding for projects will come from a variety of sources, including local capital improvement funds, general fund allocations, tax increment financing through a DDA or CIA, and state and federal funding programs.

1. Design Plan for Gratiot Avenue General Retail

Responsible Party: Planning Commission/City

The proposed changes to Gratiot Avenue should be designed and implemented with local input through the preparation of a design plan. The Plan would suggest the corridor design and enhancements, pedestrian crossings, traffic signalization, and corridor lighting.

2. Changes to Groesbeck Highway

Responsible Party: Planning Commission

The industrial uses would remain, uses in and around Groesbeck Highway should be revised to allow more flexibility of industrial uses and multiple family housing.

3. Zoning Ordinance Revisions

Responsible Party: Planning Commission

The ability to facilitate change along Gratiot Avenue and Groesbeck Highway will be predicated on revision to the Zoning Code. The commercial districts, parking, mixed use, and special provisions (i.e. Overlay District) need to be reworked to accommodate suggested height dimensions and land use.

4. TownCenter

Responsible Party: Planning Commission/City

The development of a TownCenter will require close working relationship between the City, downtown groups, the proposed DDA, and private business owners.

5. Corridor Improvement Authority (CIA)

Responsible Party: Planning Commission/City

The City should consider the creation of a CIA. This organization would assist with the proposed changes and improvements along Groesbeck Highway.



Streetscape elements including benches should be incorporated in the TownCenter

Photo: Beckett & Raeder, Inc.

6. Land Banking

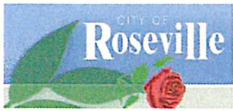
Responsible Party: City

If financially feasible the City should selectively acquire property along Gratiot Avenue and Groesbeck Highway for redevelopment. Acquisition priorities would include blighted and vacant buildings, obsolete buildings, and properties considered strategic due to location and proximity to the proposed TownCenter.

7. Safe Routes to School

Responsible Party: City/Planning Commission

A steering committee should be created to implement a Safe Routes to School program to increase the safety of students walking to school and to increase the number of children walking to school. Funding will be available in the new Transportation Enhancement Bill. The state is presently accepting applications for fiscal year 2010.



Appendix

Below is the complete list of the Prouds and Sorries from the Visioning Session and the number of votes each received.















Prouds

- City Services – 11
- Citizen participation – 8
- Diversified/Many restaurants – 8
- Library – 5
- Library, parks and recreation – 4
- Department of Parks and Recreation – 3
- Variety of small businesses – 3
- Good representation – 3
- Shopping convenience – 3
- Senior center – 2
- Good budget management – 2
- People of Roseville – 2
- Community shopping – 2
- City services (snow plowing) – 2
- Bond support for schools – 2
- Neighborhood Watch Program (Police Officer Susan Payne) – 2
- Police and Fire Departments – 2
- Law Enforcement day and Macomb Mall – 1
- Fireworks – 1
- Appearance – 1
- Recreation Center and programs – 1
- Library – 1
- Corporations bring in revenue – 1
- Schools – 1
- Retail stores – 1
- Historic downtown area – 1
- Macomb Mall – 1
- New City Hall – 1
- City Officials – 1
- Business capital improvement – 1
- Motto of City – 1
- Big Bird Run – 1
- City council members – 1
- Water department – 1
- Millage – 1
- Comfortable living – 1
- New shopping centers – 1
- Schools and their relationship with the City – 1

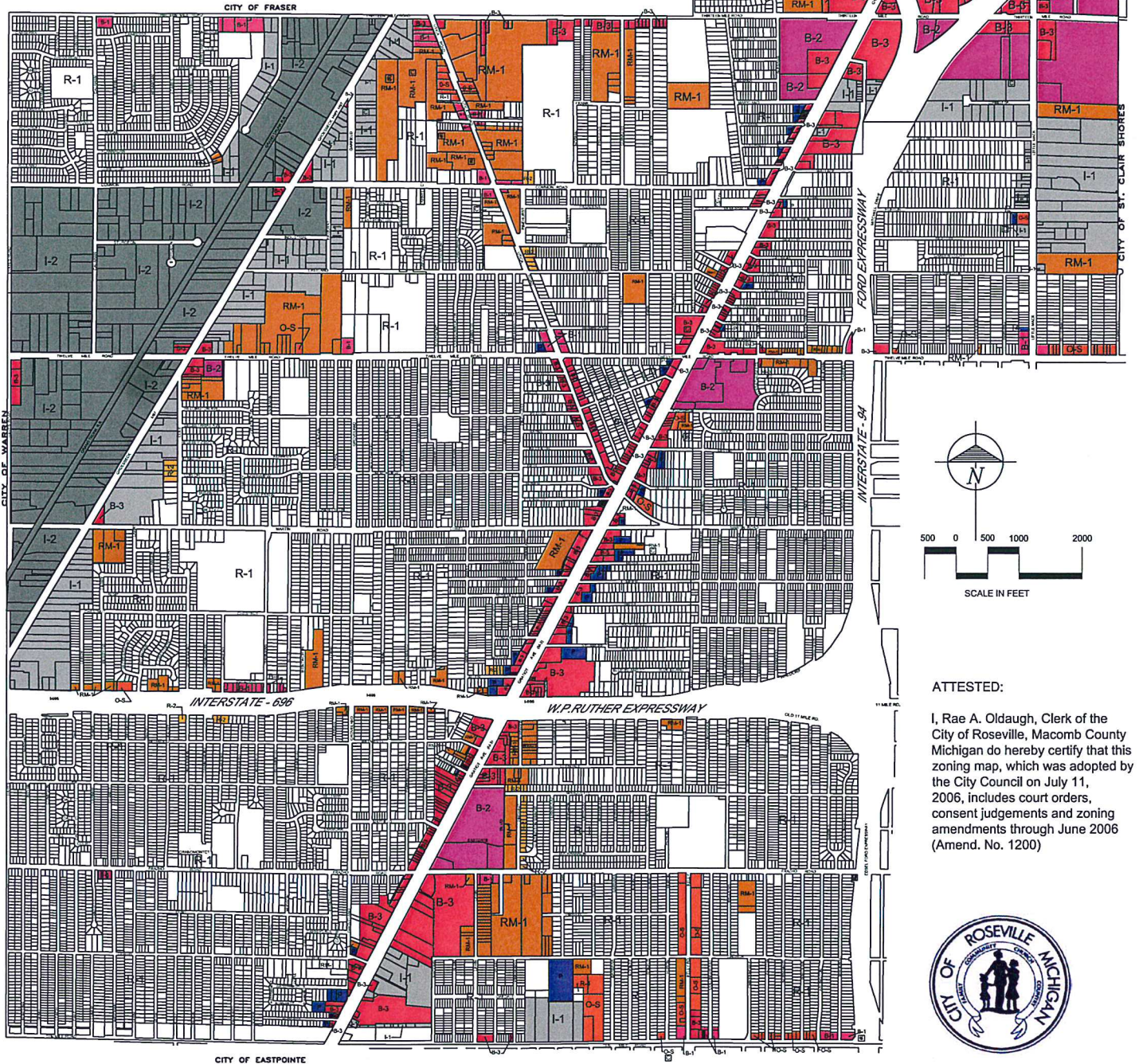
Sorries

Vacant homes and buildings – 6
Graffiti – 5
Foreclosures – 4
Condition of parks – 4
Foreclosed – 4
City's web page – 3
Homeless – 3
Pawn shops – 3
Macomb Mall – 3
Blight – 3
Weak code enforcement – 3
Lack of sidewalks – 2
Gratiot exit from Interstate 94 – 2
High property taxes – 2
Downtown – 2
No bike paths – 2
Rentals – 2
More sports fields – 2
Poor property maintenance – 2
Pricilla's Closet – 2
Empty stores – 2
Downtown – 2
High property taxes – 2
No bike paths – 2
More parks – 2
Need swimming pool/Water park – 2
Lack of youth programs – 2
No transit system – 2
City Council focus – 2
Traffic control – 2
Lack of pride by young citizens – 1
Property values – 1
Young folks leaving/Brain drain – 2
Small/undefined downtown – 2
Interstate 94 exit to Gratiot – 1
Gratiot Cruise – 1
Grass not cut on Interstate 696 to Groesbeck – 1
Noise, cars, neighborhoods – 1
Blight – home maintenance (empty homes) – 1
No parking on Gratiot – 1
No parks on the north end – 1
More aggressive baseball teams – 1
Civic image – 1
Grayfields – 1
Family oriented parks and recreation – 1
Gang issues
Security at parks
City Council Meetings
Winter parking Ban
Rental housing
Ticket pettiness
12 Mile Road between Groesbeck and Utica Roads.

LEGEND

	R-1	ONE FAMILY RESIDENTIAL (5,500 SQ. FT.)		O-S	OFFICE SERVICE
	R-1A	ONE FAMILY RESIDENTIAL		B-1	LOCAL BUSINESS
	R-2	TWO FAMILY RESIDENTIAL		B-2	COMMUNITY BUSINESS
	RM-1	MULTIPLE FAMILY (LOW RISE)		B-3	GENERAL BUSINESS
	RM-2	MULTIPLE FAMILY (HIGH RISE)		I-1	LIGHT INDUSTRIAL
				I-2	GENERAL INDUSTRIAL
				P	PARKING
				C	CONSENT JUDGEMENT
				C	COURT ORDER

CLINTON CHARTER TOWNSHIP



ATTESTED:

I, Rae A. Oldaugh, Clerk of the City of Roseville, Macomb County Michigan do hereby certify that this zoning map, which was adopted by the City Council on July 11, 2006, includes court orders, consent judgements and zoning amendments through June 2006 (Amend. No. 1200)

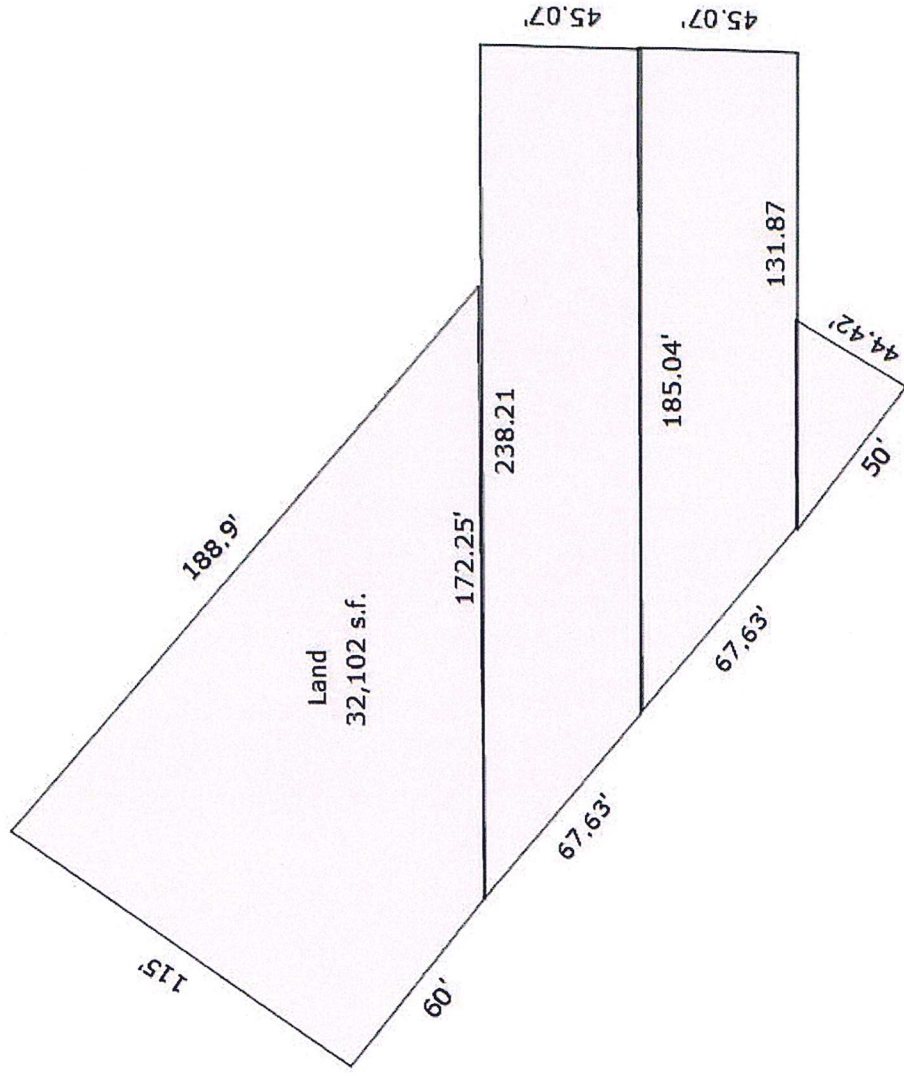


CITY OF ROSEVILLE
MACOMB COUNTY, MICHIGAN
ZONING DISTRICTS

PARCEL DATA PROVIDED BY:
MACOMB COUNTY
DEPARTMENT OF PLANNING
AND ECONOMIC DEVELOPMENT

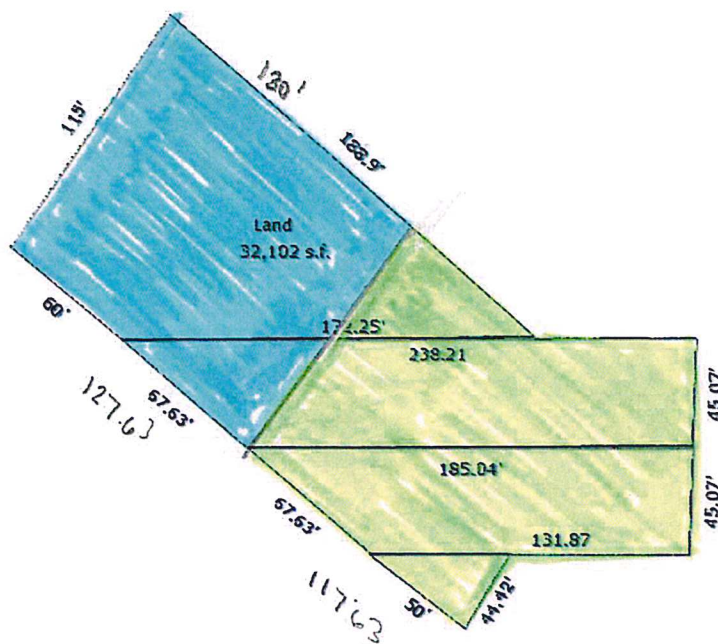
ZONING DATA MAPPED BY:

Vilcan Leman
Community Planning
Landscape Architect
Historic Preservation



Sketch by Apex Sketch

Image/Sketch for Parcel: 14-17-208-044



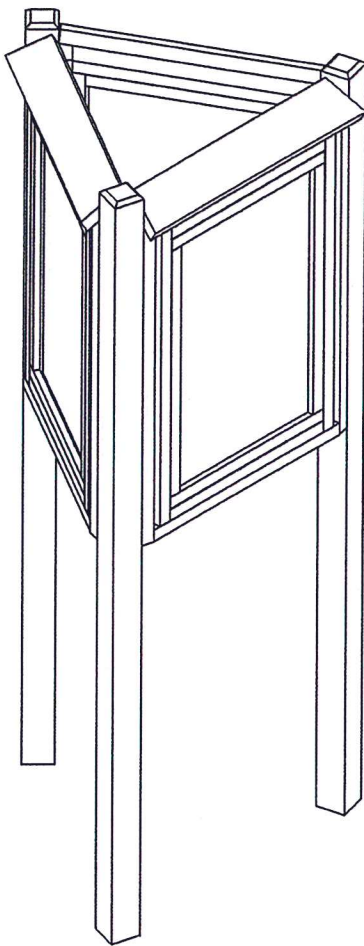
Sketch by Apen Sketch

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Three Sided Kiosk Message Center

For Fastener Pack
(FP-3KMC-CU-01)

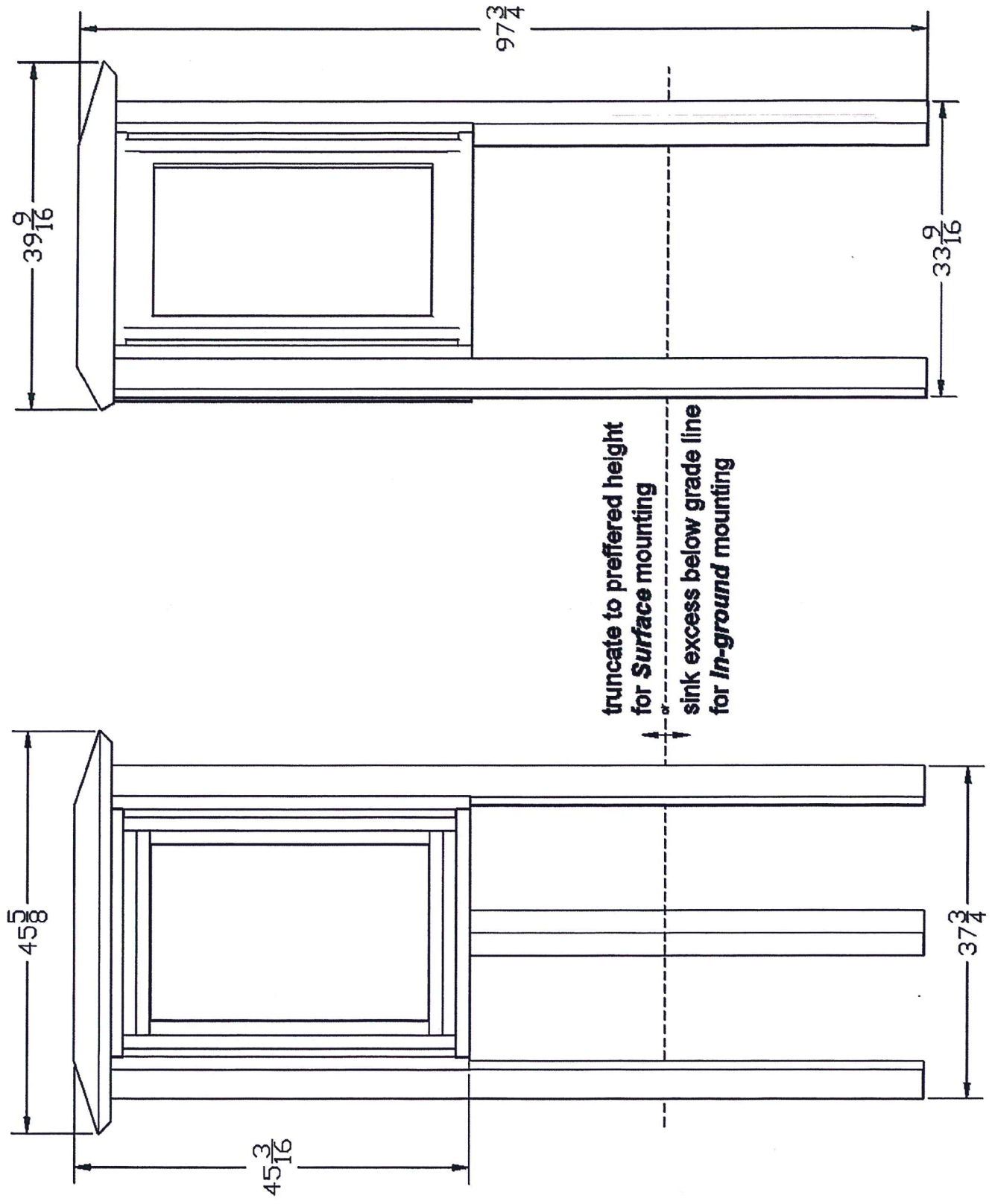


Congratulations ! !

You have just purchased the finest recycled plastic
message center available. Enjoy ! ! !

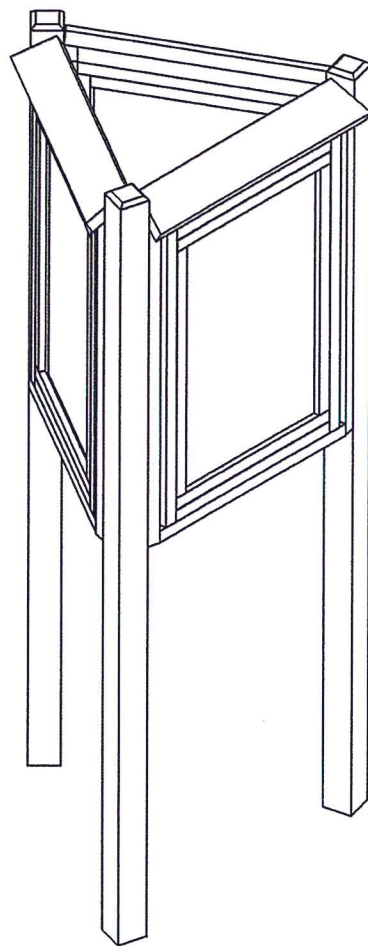
FS-3KMC-CA-01

ASM-3KMC



Three Sided Kiosk Message Center

For Fastener Pack
(FP-3KMC-CU-01)

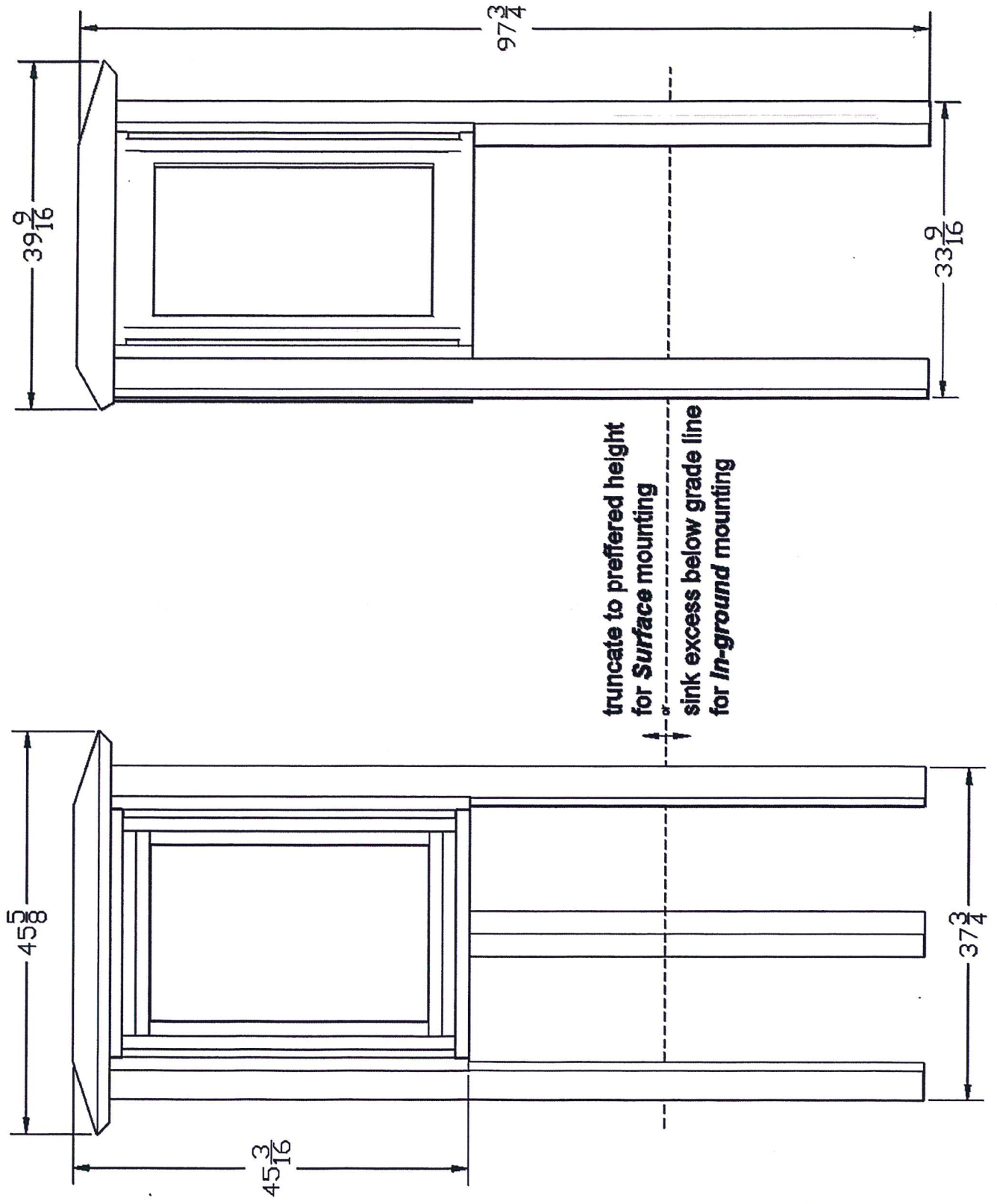


Congratulations ! !

You have just purchased the finest recycled plastic
message center available. Enjoy ! ! !

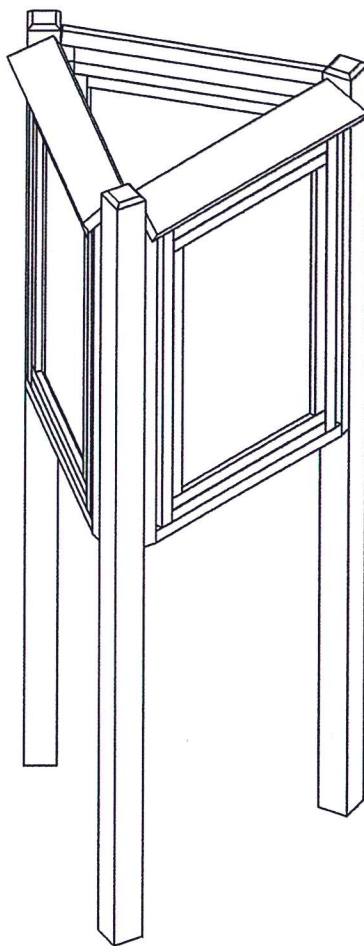
FS-3KMC-CA-01

ASM-3KMC



Three Sided Kiosk Message Center

For Fastener Pack
(FP-3KMC-CU-01)

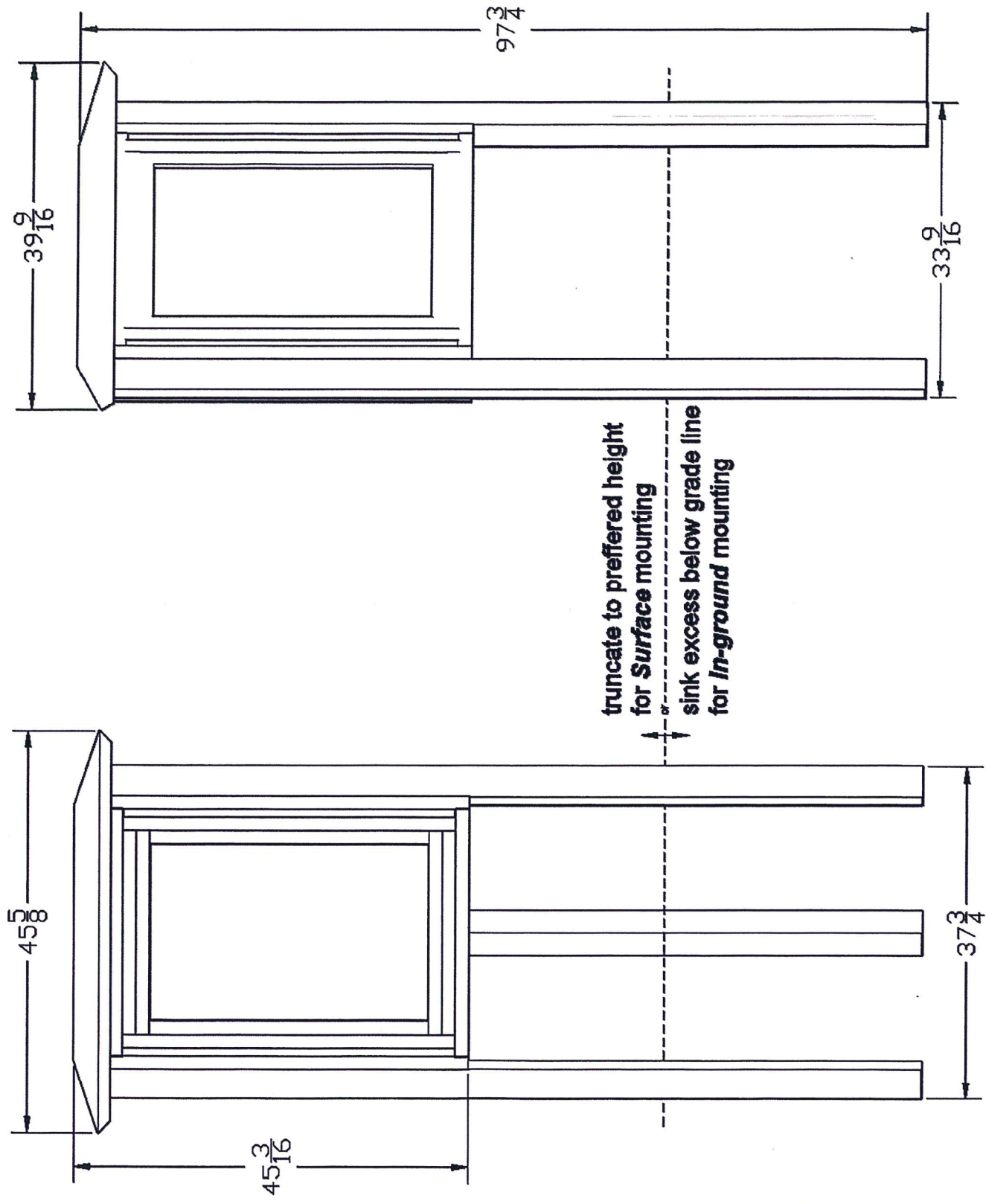


Congratulations ! !

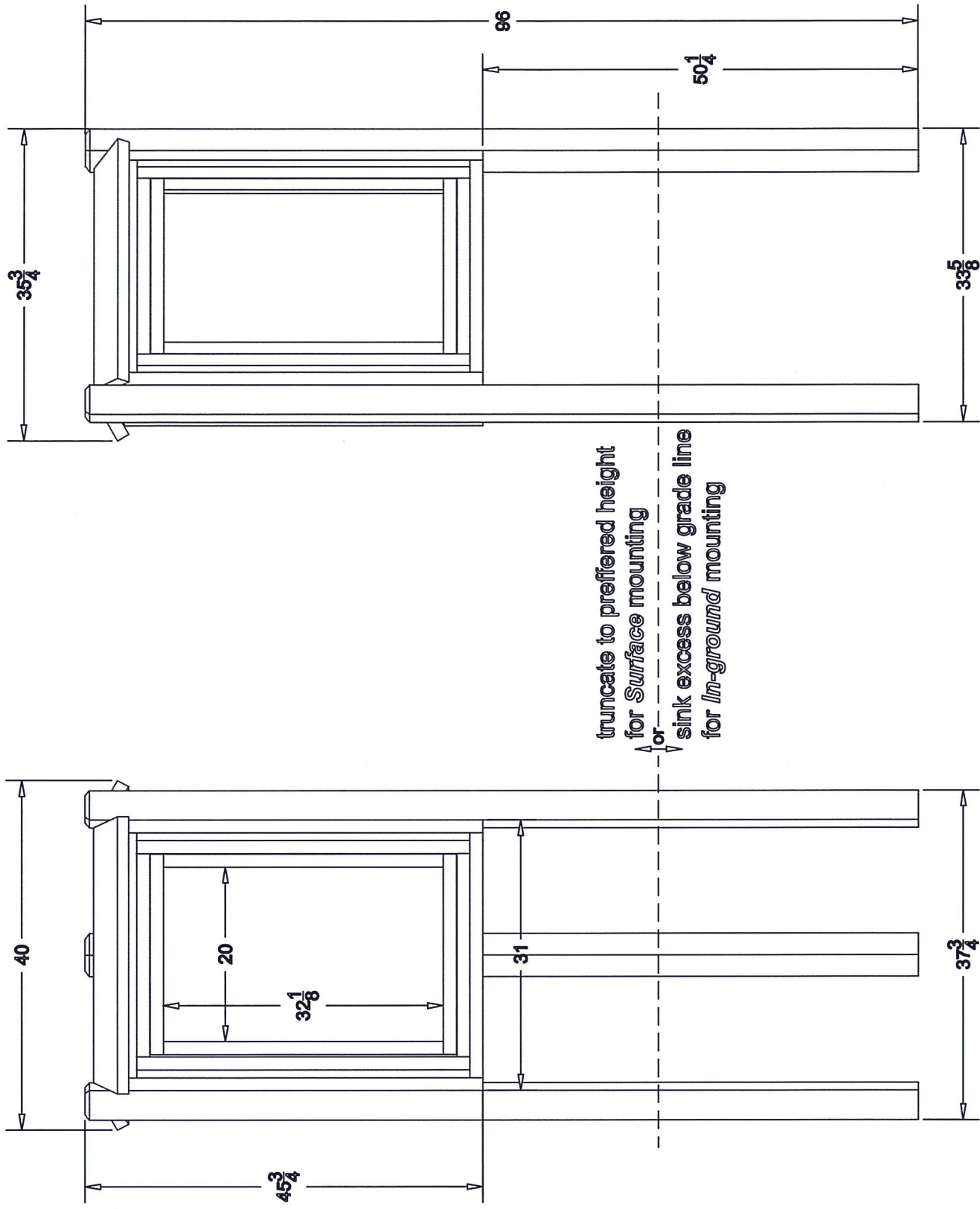
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FS-3KMC-CA-01

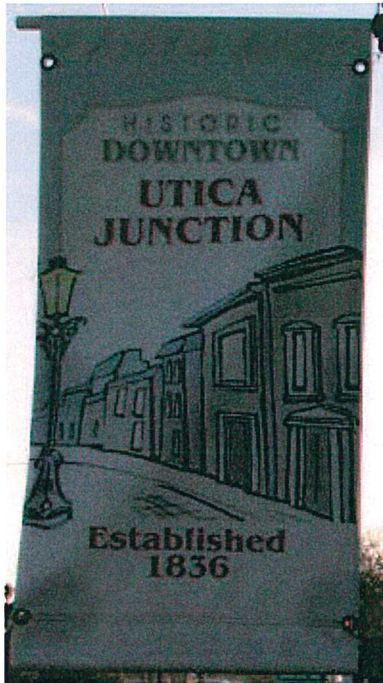
ASM-3KMC



ASM-3KMC

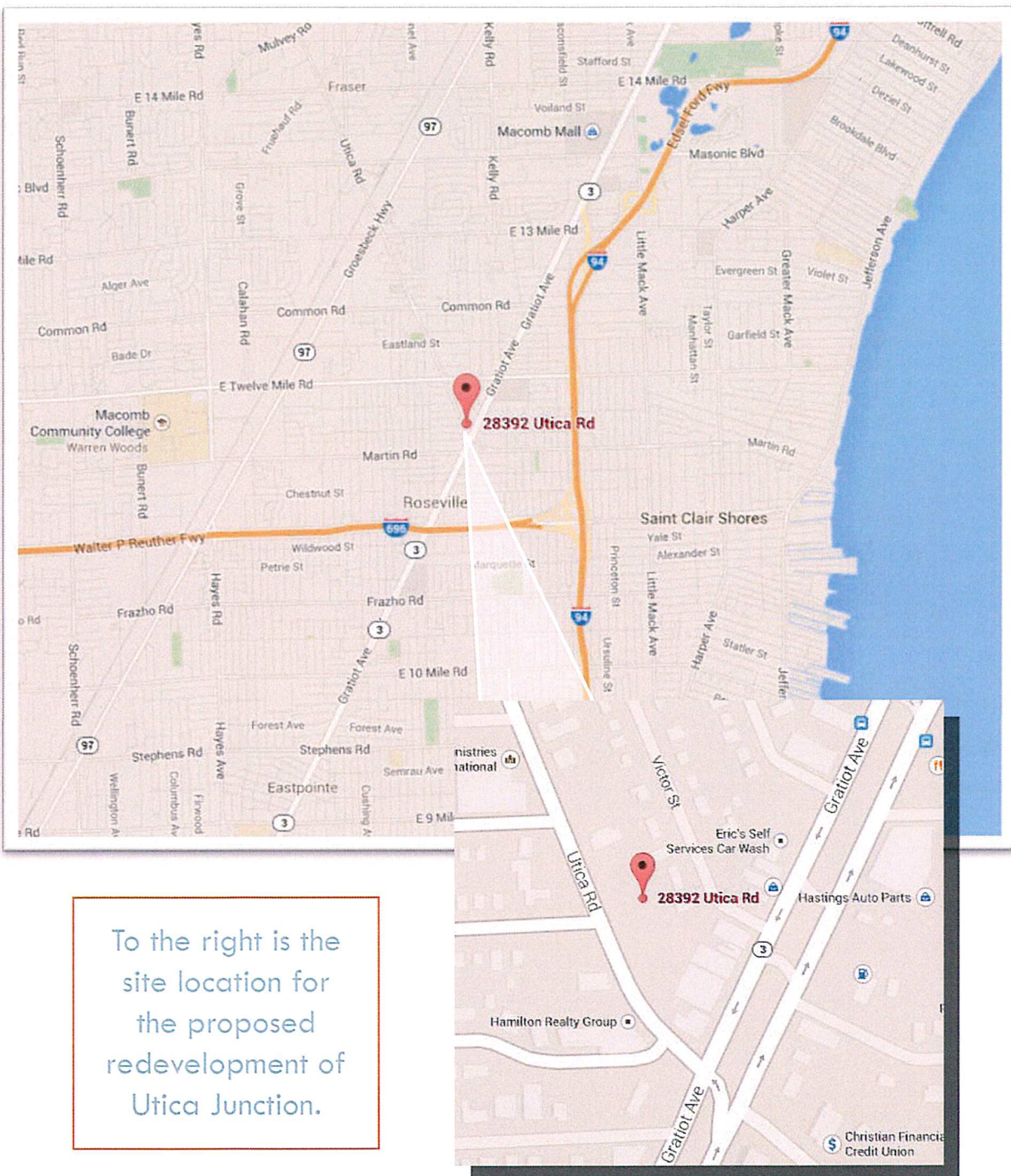


CITY OF ROSEVILLE



Utica Junction Property Information Package

Site Location



City of Roseville

UTICA JUNCTION PROPERTY INFORMATION PACKAGE

Why Utica Junction?

As an inner ring suburb of the City of Detroit, Roseville has experienced a loss of population to outlying areas. Due to this trend, residents of Roseville and its neighbors, have to drive at least 20 minutes on an interstate to reach a traditional downtown area. The City of Roseville is centrally located within prosperous communities looking for a close downtown area. With Groesbeck highway to the west, Gratiot Ave running through the actual site, and I-696 and I-94 bordering the Northern and Eastern areas of the city, Roseville is a prime location to establish a town center. High traffic counts on the roads leading to and from this area and the ease of access, gives Roseville the competitive edge it needs to establish a “downtown” destination for all in the region to enjoy.



The City of Roseville is planning to revitalize Utica Junction into a walkable town center. The city desires for the development to be located at the intersection of Utica Road and Gratiot Ave, with the storefront facing Utica Road. It is in a prime location not only within the City of Roseville, but the Macomb County area. Redevelopment of Utica Junction will help designate Roseville as a perfect destination to stop, eat and shop.

Utica Junction

PROPERTY INFORMATION

Address: 28392 Utica Rd Roseville, MI 48066
Potential Footprint: .44 Acres
Potential Use: Four unit retail center
Owner: City of Roseville

Vision

As the anchor to downtown Roseville, the development of a 19,000 square foot lot to a retail establishment is top priority. It is important that this new construction development demonstrates urban characteristics such as zero set back buildings, sidewalk grade store frontages, large, open windows on storefronts to increase street activity and outdoor seating to provide depth to the downtown visual experience.

Phasing:

²Peter Allen and a group of University of Michigan graduate students conducted a study and created a site proposal for the Utica Junction area. In the proposal, there were four phases of development, beginning with phase one, a two-story mixed use development (shown below) which is the property currently owned by the city. In phases 2-4 they proposed 3 additional similar structures around the site. The end goal being the creation of a vibrant walkable downtown.

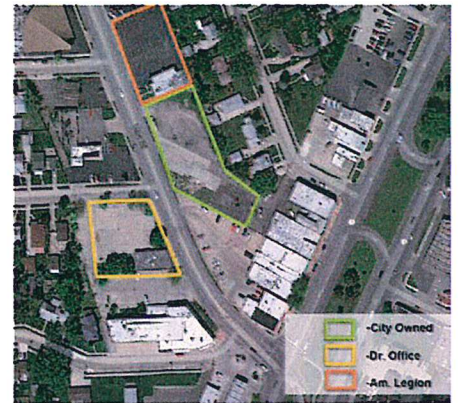
Pictured to right:

The future proposed development in the first phase.



Site Status

Owned by the City of Roseville, this vacant site has previously been used for parking. In addition, the property contains a paved road, storm sewer, sidewalk, water, sewer, electric, gas, curb, street lights and high speed internet.



Pictured above:

The existing conditions of the proposed site (outlined in green) for development, with surrounding property owners identified.

¹Roseville Demographics:

Population: 47,299
 Households: 19,533
 Med. Household Inc.: \$39,288
 Median Age: 39.1

1: Source: U.S. Census Bureau, 2010-2012 American Community Survey
 2: RRSite Study, 2014, Peter Allen

Utica Junction

PROPERTY INFORMATION

Zoning:

Currently zoned as B-3 with a town center overlay district. The purpose of the overlay district is to allow for the development of a fully integrated, mixed use, pedestrian-oriented town center area, as designated on the zoning map and in the master plan. The intent of this district is to minimize traffic congestion, infrastructure costs, and environmental smart growth principles.

Traffic:

The surrounding roads and highways have high traffic volume. As Utica Rd. passes by the site the speed limit is decreased, which offers a more inviting environment for pedestrians and bikers. On an average day, Utica Road has around 15,500 vehicles passing the site, and around 16,800 traveling on the adjacent Gratiot Ave.²

Infrastructure:

Paved road, storm sewer, sidewalk, water, sewer, electric, gas, curb, street lights, and high speed internet.

Legal Description:

T1N, R13E, SEC 17 ASSESSOR'S REPLAT OF ASSESSOR'S PLAT NO. 9 PART OF LOT 5 DESC AS FOLL: BEG AT NW COR LOT 5; TH S20*28'E 50.0 FT ALG NE'LY SIDELINE UTICA JUNCTION RD; TH N69*32'E 44.42 FT TO A PT ON NE'LY LINE LOT 5; TH N62*05'W 66.88 FT TO PT OF BEG; ALSO PART OF LOT 9 DESC AS FOLL: BEG AT SW COR LOT 9; TH N20*28'W 67.63 FT; TH S62*11'W 131.87 FT TO PT OF BEG; ALSO LOT 10 EXC SE'LY 48.90 FT; ALSO LOT 24 OF SUBURBAN HOMES SUB'N ANNEX.

Financial Incentives:

Local Incentives: Roseville Entrepreneurial Development Initiative (REDI)
Located in a Business Improvement District (BID)
Commercial Rehab Act

State Incentives: The city will work with the developer to secure any available state incentives.

Property Tax Assessment:

Tax ID: 14-17-208-044
Assessed Value: \$55,983

Previous Uses:

Tip Top Tavern, vacant commercial land, parking lot

Existing Conditions:

Vacant with paved and leveled surface

Looking for more info?

Speak with a community representative to learn more about this property.

Community and Economic Development

Jason Friedmann, Director

Email: jfriedmann@roseville-mi.gov

Ph.: 586-447-4606

Building and Zoning

Glenn Sexton, Director

Email: gsexton@roseville-mi.gov

Ph.: 586-445-5450



IAP KEY


NORTH



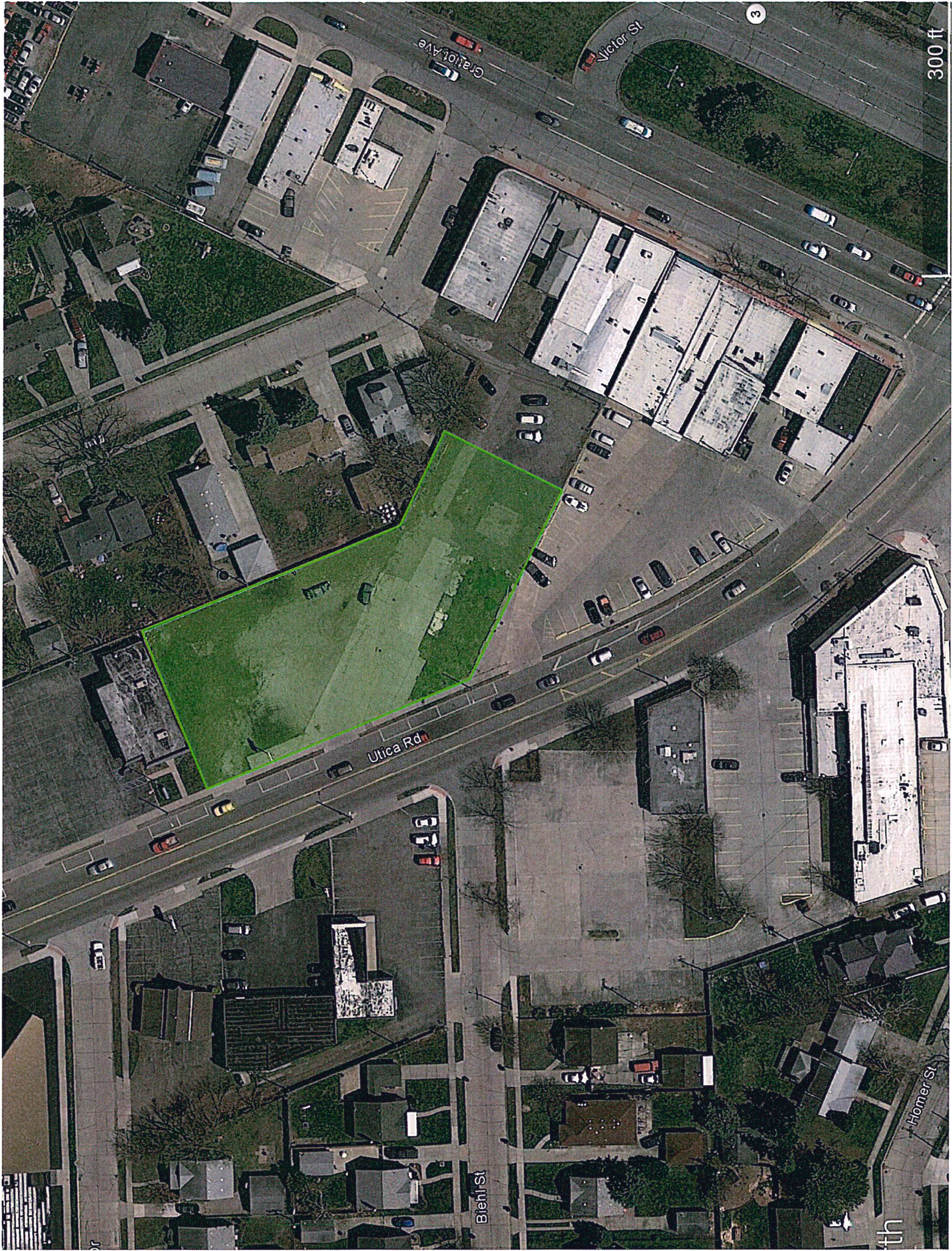
DDA Boundaries



Historic Structures



Project Area





City Owned Property
Slated for Demolition (Jan-Feb 201

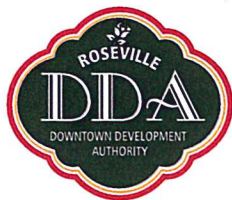
300 ft

Biehl St

Utica Rd

Homer St

3



FOR IMMEDIATE RELEASE

The Pavilion @ Utica Junction Design Competition

January 18th 2016

The Roseville Downtown Development Authority announces an architectural and urban design competition "The Pavilion @ Utica Junction". The competition calls for a reinvention of Roseville's downtown district and town center plan through community engagement.

The competition seeks students and professionals to submit design proposals for a pavilion and community gathering space on a city owned property on Utica Road near Gratiot Avenue in Roseville, MI.

The competition will open registration today with final registration on March 22nd, 2017. Projects must be completed by March 28th, 2017 with winners announced on March 30th, 2017. A colloquium will be held on April 12th, 2017 to showcase all competition designs.

The DDA vision is "To revitalize and sustain long term economic stability for downtown businesses and provide an attractive place to shop, live and work while enhancing the arts and historic identity of Roseville. The competition aims to create a place where both residents and visitors alike could seek out to congregate for events, leisure, and play. A place that will breathe new life into our beloved downtown district. A place that is uniquely ours.

The DDA is dedicated to preserving history, but we also feel that this competition offers us the opportunity to write a new chapter in our city's history. A chapter that isn't determined by what has been, but by what could be.

It is for these reasons that the DDA has decided to reach out and request design submissions for a new community gathering space and pavilion for our downtown area. We strongly encourage creativity and boldness, but must give the caveat that we seek to build this project, and therefore it must be feasible financially and logistically.

We wish all participants the best of luck and look forward to reviewing your designs!

Bryan Shishakly
Vice-Chair
Roseville Downtown Development Authority

Roseville Downtown Development Authority
The Pavilion @ Utica Junction Competition

Phone: 586.879.3223
E-mail: rosevilledda@roseville-mi.gov
Web: <https://sites.google.com/site/destinationrosevillemi/home>